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Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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OLDS TO DOUBLE PRODUCTION BY FIRST OF YEAR

Heavy Trend to Closed Cars Shown; Plant Is Improved

Special A. D. N. Detroit Bureau.

DETROIT, Nov. 13.—Trend toward the practically exclusive manufacture of closed cars is strikingly instanced by the experience of the Olds Motor Works. A year or two ago about half of the output from the Lansing plan was closed cars; today close to 85 per cent. of product is made up of closed jobs.

Closed car demand has necessitated some material changes at the Oldsmobile plant. Additional floor space has been required for certain departments and numerous changes have had to be made in shop layouts.

The most important change made was the taking over by the Fisher Body Corporation of an additional group of buildings with 60,000 square feet of floor space. This will be added to the existing facilities for making closed bodies for Oldsmobile exclusively. This increase, with extensions, rearrangements and expansions in the Oldsmobile plant itself, will make it possible for a doubled production by January 1, 1926.

Production and sales, domestic and foreign, of Oldsmobiles in the first eleven months of 1925 were divided between closed and open models in the ratio of [illegible] to one. However, 85 per cent. of the domestic sales was 85 per cent. closed jobs. While export sales were only 21 per cent. closed bodies, this is much higher than in former years, when practically every body on cars shipped overseas was of the open type. The trend of the foreign demand is strongly in favor of closed jobs today.

With 75 per cent. of its entire production devoted to closed jobs, Oldsmobile rates well above the average for the industry as a whole. The percentage of closed jobs built by all companies in the first eight months of this year was approximately 57.

TOMMY MILTON WINS ARMISTICE DAY RACE

CHARLOTTE, N. C., Nov. 12.—Tommy Milton won the Armistice Day race here yesterday afternoon with a speed of 124.31. Harry Hartz was second and Jerry Wonderlich third. Forty thousand witnessed the classic in which seventeen drivers were entered.

Cooper dropped out for the second time on his 180th lap. This is the second time Milton has won on the Charlotte Spedway.

GRAHAM SHIPS 1,300 BODIES DURING OCTOBER

Evansville, Ind., Nov. 12.—The Graham and Chevrolet truck body building department of Graham Brothers located at the Hercules Corporation plant here shipped 1,200 bodies during the past month, according to C. S. Sanford, plant manager. Shipments were about equally divided as to make.

Hupp Corp. Producing 175 Machines Daily

Detroit, Nov. 12.—Since the announcement of Hupp Motor Car Corporation of its new six cylinder model sales have increased perceptibly, officials state. Production is also being increased to meet an unusual reception of the new models. The Detroit plant of the Hupp corporation in October produced 3,500 cars, both eight and six cylinders. At the present time the company is daily producing 125 six cylinder cars and about 50 of the eight cylinder models. Plans are being made to bring these figures to a higher level.

CHEVROLET HAS OUTPUT OF 55,504

Exceeds October Schedule by 1,000; Third Highest Month

Special A. D. N. Detroit Bureau.

DETROIT, Nov. 13.—By building 55,504 motor cars and trucks in the month of October, Chevrolet Motor Company exceeded its production schedule by 1,000 and marked the month as the third highest production month in the company's history.

This record followed that of September, when 55,865 units were built, exceeding production schedule by 2,700 after the schedule itself had been increased by nearly 7,000. September was thus made the second highest month in Chevrolet history, being only 378 under the high mark established two years ago.

Production maintained during the months of September and October aided in meeting the demand, which has been consistent throughout the year thus far.

For the last seven months, average Chevrolet production has been 52,457 vehicles. In only one month—July—did production fall below 50,000; in that month 45,670 vehicles were produced. The slight recession in July was caused by changes in factory layout and equipment for the new cars, announced August 1.

Further stabilization of Chevrolet's year-round production is expected to follow the recent development of inexpensive passenger bus bodies. Three body manufacturers are now making bodies of this type for the Chevrolet one-ton utility express chassis.

TRAILER MFG. ASSN. MEETS IN DETROIT

Detroit, Nov. 12.—Members of the Trailer Manufacturing Association of America will begin their annual convention here at the Hotel Statler tomorrow. The association numbers more than 100 members. They expect to complete their business session in one day. Many of them will remain for the national motor bus show, which opens Monday, November 16.

SETS WORLD RECORD

Paris, Nov. 12.—On the Montlhery speedway Tuesday, Captain Eldridge, an Englishman, driving an automobile of one-half litre engine capacity, broke the world's fifty-kilometer (31.07 miles) record by covering the distance in 16 minutes and 95-100 of a second.

TRAFFIC AT DEAD HALT as huge throng stands silent at 42d Street and 5th Avenue, New York, for a two-minute commemoration of the signing of the World War Armistice seven years ago.

[illegible] Newsreel Photo.

Truck Manufacturers For Standardization

By FRANCIS P. DAILY

WASHINGTON, Nov. 12.—The motor truck manufacturing interests of the country are in thorough accord in the matter of standardization of parts and accessories for the purpose of producing more efficient transportation for the nation, it was developed at the opening day's session of the two-day conference of the Motor Truck Industries, Inc., meeting in the conference room of the Department of Commerce here.

The first day's conference was devoted to a long discussion of reports by special committees, with a unique banquet program in the evening at which Merle Thorpe, editor of the "Nation's Business," and First Assistant Postmaster General John H. Bartlett were the principal speakers.

J. Walter Drake, assistant secretary of the Department of Commerce, spoke informally at the opening session, pointing out the value of foreign trade that awaits the American motor truck manufacturer, and explained in detail the work that the department is doing through its vast network of commercial attaches throughout the world in promoting the introduction of American-made motor vehicles.

Mr. Drake told the delegates that simplification was a most important economic force, stopping the innumerable leaks which detract from value and add to the price of everyday commodities. Particularly valuable opportunities are present in the truck field, he pointed out, for simplification and standardization to permit movement of the necessities of life.

J. W. Stephenson of the Indiana Truck Corporation and president of the organization, presided. The delegates were welcomed by R. M. Hudson, chief of the division of simplified practice of the government, who outlined the contrast between transportation of a century ago and that of today.

"The motor truck is playing a great part in the present development of Florida. One of the greatest factors in the development of transportation is the motor truck, with its savings to commerce and industry," said Mr. Hudson.

"Hence it is of the utmost importance from an economic standpoint that every effort should be made to increase efficiency of such development. I am sure that Motor Truck Industries, Inc., will cooperate fully with the work of the government in making a great contribution to American living standards through simplification and standardization of your products."

Ezra Clark, chairman of the publicity committee, and B. A.

(Continued on Page 2)

REO SETS TWO RECORDS IN OCT.

More Units Sold; Speed Wagon Has Its Best Month in History

Lansing, Mich., Nov. 12.—Two sales records were set by the Reo Motor Car Company during October. More units were sold by the company than have been sold in any previous October in the company's history, and more speed wagons were sold than in any month since the speed wagon was introduced, in 1914.

The record speed wagon sales, when analyzed in the vocational classifications, reveal proportionate growths in practically all kinds of business. This is taken by Reo officials as a very accurate indication of general prosperity throughout the United States.

A good indication of this is the farmer. Speed wagon sales to farmers during October were greater by 30 per cent. than they have been in any previous month. These figures bear out predictions of government bureaus, agricultural publishers and other authorities that the farmers' purchasing power would gain its greatest strength since the war this fall.

A. E. A. ELECTS N. F. OZBURN TO HEAD IT IN 1926

Next Convention to Be Held in Second Week Of November

CHICAGO, Nov. 12.—The eleventh annual convention of the Automotive Equipment Association will be held the second week of November next year, it was decided today in a meeting of the delegates.

The decision came only after an hour of spirited debate. Many delegates were of the opinion that the 1926 meeting should be staged in December. A small but determined group was equally certain that the third week in October, the week following the National Radio Show, should be the date of the annual exposition.

A viva voce vote revealed, however, that the majority favored the retention of the present dates.

N. F. Ozburn, president of Ozburn-Abston & Co., Memphis, Tenn., was elected president of the association for the ensuing year, it was announced at the Wednesday meeting. E. V. Hennecke of the Motometer Company, Long Island City, N. Y., was elected vice-president.

Following are the new directors: Second district, W. Shreiner, General Automotive Supply Company, Harrisburg, Pa.; third district, D. S. Brisbin, Columbus McKinnon Chain Company, Columbus, O., three years; B. N. McGregor, Packard Electric Company, Warren, O., two-year term.

Sixth District—F. J. Tenks, Tenks Hardware Company, Quincy, Ill., three-year term; H. E. Paterson, Warner Paterson Company, Chicago, one-year term.

Eighth District—H. J. Banta, the Banta Company, Los Angeles, Cal., two-year term.

Ninth District—W. P. Kearney, Dominion Chain Company, Ltd., Niagara Falls, Ontario, one-year term.

Yesterday's general session was marked by its brevity, the discussion on the dates for the next convention arousing the only interest.

Discussion of several important questions, including the merger with the M. A. M. A., was slated for the Thursday session.

"The American public has gone into the business of repairing its own automobile tires," Robert B. Dunlap, vice-president of the C. A. Shaler Company, manufacturer of Shaler patches and Shaler vulcanizers, declared today at the convention.

There are two reasons, Mr. Dunlap stated, why more automobile drivers than ever before are repairing their own tires. One is the increased cost of tires, due to the advance in price of rubber. The other is, he claimed, that modern balloon tires puncture more easily than standard tires, because they have fewer plies of fabric.

New commercial car registrations throughout the country, compiled for the week and month, will be found on Page 6 of this issue.

AUTO SALON TO OPEN SUNDAY

Leading Custom Body Builders to Exhibit Products

NEW YORK, Nov. 12.—With the largest and finest display of custom coachwork ever assembled and nineteen makes of the world's most famous motor cars on exhibition, the twenty-first annual automobile salon will open at 8 o'clock Sunday evening at the Commodore, New York, and will continue to the following Saturday night.

The record number of entries will fill the entire ballroom floor of the big hotel and overflow into the main lobby, it is expected.

The international character of this veteran exhibition is maintained, there being included the leading motor cars of France, Belgium, Italy and Germany, as well as those of America. Thirteen well known American custom body builders have special exhibits of their latest creations, and some of the foreign chassis will mount coachwork by prominent European carrossiers.

The cars to be exhibited at this automobile salon by their manufacturers or importers are:—

Amilcar	Maybach
Cunningham	Mercedes
Duesenberg	Minerva
Isotta Fraschini	Renault
Lancia	Rolls Royce

Exhibited by Coachmakers

Brewster	Marmon
Cadillac	Packard
Franklin	Pierce Arrow
Lincoln	Wills Ste. Claire
Locomobile	

Coachwork	Exhibits by
Brewster	Holbrook
Brunn	Judkins
Derham	LeBaron
De Causse	Locke
Dietrich	Rollston
Fisher	Willoughby
Fleetwood	

In addition there will be a number of special exhibits of accessories. The firms making these are: James Martin, Radel Manufacturing Company, Rawlings Company of America, William C. Reynolds, Specialty Manufacturing Company, Valentine & Company, William Wiese & Company.

One important function of the annual automobile salon is to introduce the new fashions in custom coachwork, the styles that will be in vogue on the boulevards for the coming year and later adopted, as far as possible, in the design of production type bodies.

There have been many interesting developments in chassis engineering as salon visitors will discover. As usual most of these will be found in the cars from abroad, where low volume of production and a continuance of hand made practices make it possible to quickly adopt the new mechanical development of merit.

In accordance with a time honored practice the salon exhibitors have disclosed in advance very little real information on their new models and designs, keeping these as surprises to both their patrons and competitors.

Important Ruling on Bus Operation Made

Boston, Mass., Nov. 12 (U. T. P. S.).—The Public Utilities Commission has made an important ruling that probably will be used as a precedent in dealing with bus line applications in the future. The commission refused to grant the Conlin Bus Lines, Inc., a license to operate between Worcester and Southbridge because one town government en route had failed to grant the Conlin concern permission to pass through. This town was Charlton. The commission's decree is taken to mean that every municipality will have to sanction the passage of buses before the state body will grant a charter.

ARMISTICE DAY DISRUPTS OUTPUT

Workers in Flint, Mich., Stage Wild Celebration of Day

Flint, Mich., Nov. 12—Any intention that the large manufacturers of automobiles and automotive equipment in Flint had of establishing any production records on Armistice Day were shattered when the thousands of workers in the shops became so enthused over celebrating the great victory of seven years ago that it became necessary to shut the factories down.

Workers coming off a night shift in one of the local factories formed an impromptu parade in the morning and marched through the downtown section and then continued to the north side. As they marched past the A-C spark plug factories hundreds of men and women employees rushed to the windows and started frenzied cheering.

Riot calls were sent in to police headquarters and officers who were rushed to the North Side were unable to subdue the enthusiasm.

The crowd then marched past the Buick factories and thousands left their benches to join in the cheering.

In a few moments executives saw that it was no use to continue and dismissed the workers for the day.

List of Exhibitors at N. Y. and Chicago Shows

NEW YORK, Nov. 12.—The following is a list of exhibitors of accessories who have reserved space at the New York and Chicago national automobile shows:—

A. C. Spark Plug Co., Flint, Mich.
Alert Alarm Co., Chicago.
Aluminum Co. of America, Pittsburgh.
American Auto Lamp Co., Inc., New York city.
American Chain Co., Bridgeport, Conn.
Apco Mfg. Co., Providence, R. I.
Arkay Sales Co., New York city.
Arrow Head Steel Products Co., Minneapolis, Minn.
Art Metal Works, Inc., Newark, N. J.
Atlantic Yellowstone Pacific Hiway, Sioux Falls, S. D.
Auto Bed Camp Mfg. Co., New York city.
Auto Tip-It Rack Co., Birmingham, Ala.
Automobile Digest, Cincinnati.
Automobile Equipment Mfg. Co., Chicago.
Automotive Daily News, New York city.
Bendix Brake Co., South Bend, Ind.
Benzer Corp., Brooklyn, N. Y.
Billex Corp., Waukegan, Ill.
Bijur Lubricating Corp., New York city.
Biltrite Motor Equipment Co., Inc., New York city.
Borg & Beck Co., Chicago.
Robert Bosch Magneto Co., Inc., New York city.
Braunsdorf Mueller Co., Elizabeth, N. J.
Brown Spring Oiler Co., Cleveland.
Edw. G. Budd Mfg. Co., Philadelphia.
Budd Wheel Co., Philadelphia.
Bunting Brass & Bronze Co., Toledo, O.
Byrne, Kingston & Co., Kokomo, Ind.
C. G. Spring & Bumper Co., Detroit.
Carr Fastener Co., Cambridge, Mass.
Geo. R. Carter Co., Connersville, Ind.
Champion Pneumatic Machy. Co., Chicago.
Chilton Class Journal Co., Philadelphia.
Cleveland Hardware Co., Cleveland.
Cleveland Worm & Gear Co., Cleveland.
Connecticut Automotive Specialties Co., Bridgeport, Conn.
Consolidated Equipment Corp., New York city.
Continental Co., Springfield, O.
Continental Motors Corp., Detroit.
Cox Corp., Wilkes-Barre, Pa.
Craveroiler Co. of America, Philadelphia.
Cuno Engineering Corp., Meriden, Conn.
Dayton Steel Foundry Co., Dayton, O.
R. V. Dorbeck, Asbury Park, N. J.
Duckworth Chain & Mfg. Co., Springfield, Mass.
Dunhameter Corp., Chicago.
Dunning Compressor Co., Philadelphia.
Eagle-Ottawa Leather Co., Grand Haven, Mich.
Eberhard Mfg. Co., Cleveland.
Eclipse Machine Co., Elmira, N. Y.
Egyptian Lacquer Mfg. Co., New York city.
Erlichman, Harris & Klein, Philadelphia.
J. H. Faw Co., New York city.
Federal-Mogul Corp., Detroit.
Federal Pressed Steel Co., Milwaukee.
Fink-Dumont-White, Inc., New York city.
Fitzgerald Mfg. Co., Torrington, Conn.
Ernst Flentje, Cambridge, Mass.
Irving Florman Co., New York city.
Folberth Auto Specialty Co., Cleveland.
Frick Bros., Inc., Brooklyn.
Fulton Co., Milwaukee.
G-H Mfg. Co., Baltimore.
Gabriel Snubber Mfg. Co., Cleveland.
Gemco Mfg. Co., Milwaukee.
Gemmer Mfg. Co., Detroit.
General Electric Co., Schenectady, N. Y.
Gits Bros. Mfg. Co., Chicago.
Gordon Chemical Co., Foxboro, Mass.
Guyde Publishing Co., Hartford, Conn.
L. P. Halladay Co., Decatur, Ill.
Hamilton-Wade Co., Brockton, Mass.
Hampden Auto Top & Metal Co., Springfield, Mass.
Edw. V. Hartford, Inc., Jersey City, N. J.
Hartford Battery Mfg. Co., Milldale, Conn.
Robert H. Hassler, Inc., Indianapolis.
Heintz Mfg. Co., Philadelphia.
Hercules Motors Co., Canton, O.
Hinkley Motors, Inc., Detroit.
Ernest Holmes Co., Chattanooga, Tenn.
Houde Engineering Corp., Buffalo, N. Y.
Illinois Iron & Bolt Co., Carpentersville, Ill.
Imperial Brass Mfg. Co., Chicago.
Irving Engineering Sales Co., Buffalo, N.Y.
Jassen Wind Deflector Co., Inc., Brooklyn.
Kant-Rust Products Corp., Rahway, N. J.
Kehwke Mfg. Co., Minneapolis, Minn.
Kokomo Electric Co., Kokomo, Ind.
Lake Sales Co., New York city.
Larkin Automotive Parts Co., Dayton, O.
Light Mfg. & Foundry Co., Pottstown, Pa.
Link-Belt Co., Chicago.
Lorraine Corp., Chicago.
Lovejoy Mfg. Co., Boston.
Lowe Motor Supplies Co., New York city.
J. C. McAdams Co., Long Island City, N.Y.
Morris R. Machol, New York city.
Majestic Sales Agency, Chicago.
Malco Products Corp., Brooklyn.
J. P. Mansfield, New York city.
Robert Marcus Co., Inc., New York city.
Marko Storage Battery Co., Brooklyn.
Mercury Body Corp., Louisville, Ky.
Metal Stamping Co., Long Island City, N.Y.
Monarch Bumper Mfg. Co., Detroit.
Moto-Meter Co., Inc., Long Island City.
Motor, New York city.
Motor Car Supplies Co., Inc., New York city.
Motor Improvements, Inc., Newark, N. J.
Nacto Cleaner Corp., New York city.
Naperville Machine Co., Inc., Naperville, Ill.
New England Fabrics Mfg. Co., New Haven, Conn.
New Era Spring & Spec. Co., Grand Rapids, Mich.
Noisom Auto Compass Co., South Bend, Ind.
Overhead Door Corp., Hartford City, Ind.
Panyard Machine & Mfg. Co., Detroit.
Pederson & Flanagan, Inc., New York city.
Pennsylvania Piston Ring Co., Cleveland.
Perfection Heater & Mfg. Co., Cleveland.
Pines Winterfront Co., Chicago.
William E. Pratt Mfg. Co., Chicago.
Protectolite Co., Inc., New York city.
Pyrene Mfg. Co., Newark, N. J.
Quincy Compressor Co., Quincy, Ill.
Radiator Spec. Co., Charlotte, N. C.
Ramspring Bumper Co., Chicago.
Rectifier Mfg. Co., Chicago.
Rex Mfg. Co., Connersville, Ind.
Ross Gear & Tool Co., Lafayette, Ind.
Rubber-on-Metal Welding Corp., New York city.
Safety Vulcanizer Co., Chicago.
A. Schrader's Son, Inc., Brooklyn.
Richard M. Sheridan & Co., Chicago.
Sherwin-Williams Co., Cleveland.
H. B. Shontz Co., Inc., New York city.
Sieg Co., Davenport, Ia.
Simplex Ignition Corp., New York city.

IOWA A. M. A. IN CONVENTION

Several Hundred Automotive Men Assemble in Des Moines

Des Moines, Ia., Nov. 12.—Several hundred Iowa automotive men are here today for the seventh annual convention of the Iowa Automotive Merchants' Association. The sessions will conclude tomorrow night with a banquet at the Wakonda Club.

This morning out-of-town delegates visited Des Moines jobbers and distributors, while the board of directors met at the Fort Des Moines Hotel at 10 o'clock to discuss important organization matters.

The complete program for today and tomorrow:—

This Afternoon

Round table group meetings:—
At 2 o'clock, tire group; battery and electric group; garage, maintenance and service group.

This Evening

Executives' dinner and conference (executive committee, board of directors, county chairmen), banquet room, Fort eDs Moines Hotel, 6.30 o'clock. Chairman, W. E. Wissler; toastmaster, T. W. LeQuatte.
Discussion, "What Organization Has Done for Other Industries."
Speakers—Edward A. Kimball manager, Iowa Manufacturers Association; John F. D'Aue, president Iowa Daily Press Association; A. R. Sale, secretary-treasurer Iowa Retail Hardware Association; L. S. Hill, American Typothetae; W. C. Strock, president Des Moines Automobile Club.
Discussion, "Organization Plans for 1926."
Speakers—Members of executive committee, board of directors of county chairmen.

Tomorrow Morning

General session, Banquet Room, Fort Des Moines Hotel, at 10 o'clock, President W. E. Wissler presiding.
Invocation, Dr. Charles S. Medbury.
Welcome, Mayor Carl M. Garver.
Greeting, Gov. John Hammill.
"Our Job," President W. E. Wissler.
"Our Opportunity," Secretary-Manager T. W. LeQuatte.
Address, "Organized Effort and Good Roads," H. Colin Campbell of Chicago, executive secretary Portland Cement Association.

Tomorrow Afternoon

General session, Banquet Room, Fort eDs Moines Hotel, at 2 o'clock, President W. E. Wissler presiding.
Address, "Our Dependence on Each Other," George C. Hubbs, general manager Ajax Motor Car Company, Racine, Wis.
Discussion of Iowa automotive problems.
Reports of committees.
Election of officers.

Tomorrow Evening

Banquet at Wakonda Club at 6.30 o'clock.
Address, Hon. B. J. Price of Dodge.
Address, "Championship Stuff," Bilheimer, consulting sales manager, St. Louis, Mo.

Truck Manufacturers For Standardization

(Continued from Page 1)

Gramm, secretary and treasurer, made short speeches, outlining the aims and purposes of the conference and leading in the discussion which followed the submission of various reports. Col. Chauncey B. Baker, U. S. A., retired, of Columbus, O., spoke on "The Effect of Standardization on Military Trucks," pointing out the efficiency that would be obtained in the military transport service by the simplification of parts and accessories.

E. W. McCullough of the United States Chamber of Commerce pointed out that standardization of non-competitive parts in trucks will open the way for further improvements without impairing individuality.

Recommendations as to the specifications on four standard models of trucks were presented by J. R. Spraker of the Atterbury Motor Truck Corporation, chairman of the committee on ratings. These call for 1-ton, 1½-ton express types, with pneumatic tires, and 2½ and 3, and 4 to 5-ton sizes for heavy duty.

Discussions indicated that the trend of demand from fleet owners is for parts which shall be interchangeable, so that entire units may be replaced, while the damaged parts are repaired by bench mechanics, withholding the trucks from service only for the time necessary for replacement.

This trend, it was indicated by C. D. McKim of Continental Motors Company, has been due to the growth of the bus transportation. Such an interchangeability, declared B. A. Gramm of the Gramm-Bernstein Truck Company, would have a tremendous influence in the favor of the public, and would affect the attitude of 400 bankers who are in touch with the industry.

With Exhibitors At the A. E. A. Show

The New Era Spring and Specialty Company is showing a new line of bumpers and fender guards at its booth at the A. E. A. show. The new bumpers are lower in price than the "Pilot" line shown last year, while the fender guards are a new idea and enterprise of the organization. The fender guards are now being made for Ford cars only, but by next year the company hopes to have a line to suit all standard makes of cars.

The American Chain Company is showing the usual line of chains and bumpers. The only new products being shown are a triple bar fender guard for all makes of cars, and a levelizer, which the company claims is the best on the market today. The levelizer has a cable instead of the usual strap, and is capable of taking more strain than the ordinary snubber. Officials of the company stated that all levelizers now being manufactured are being sold, and the supply cannot equal the demand. The new line is immensely popular with dealers everywhere, they say. B. D. Zimmerman, president of the Milwaukee Motor Products Company is at the show, in charge of the company's exhibit of timers, the only product of the organization.

M. J. Powers, formerly Southwestern sales representative for Van Cleef Brothers, of Chicago, is now in the same territory for the New Era Spring and Specialty Company. His place in the Chicago firm has been taken by Robert L. Peyton.

The Klaxon Company of Anderson, Ind., is showing a new high frequency vibratory horn, which is attracting much attention. The company has also announced a material reduction in prices, approximately 25 per cent. and a new sales policy in regard to packing its products. Hereafter, all products of the company will be in standard packages, instead of units, thus simplifying the stock for jobber and dealer, and standardizing packaging for the company.

Former President Morris's advocation of a merger of the A. E. A. with the M. and A. M. A. is resulting in many of the firms represented at the show lining up with those standing for the merger.

WASH. GOV. ASKS BIENNIAL MOTOR LICENSE PAYMENTS

Olympia, Wash., Nov. 12.—Recommendations that beginning January 1, 1927, all motor vehicle license fees be payable biennially, instead of annually; that the fee for private cars and motorcycles be $6 for each biennium; that trucks, auto stages and other vehicles using the highways for public transportation be required to pay a license fee based upon weight carrying load or capacity, as at present, and that the present schedules be revised so as to increase the fees upon trucks and trailers, are contained in the message of Gov. Roland H. Hartley, delivered yesterday before the special session of the state Legislature.

VELIE MOTORS CORP. TO MAKE AXLES FOR ITS CARS

Moline, Ill., Nov. 12.—The Velie Motors Corporation of Moline is placing contracts and installing equipment for the manufacture of its own front and rear axles for use in Velie automobiles. These axles will be equipped with Lockheed hydraulic four-wheel brakes, which have been standard equipment on Velie automobiles for some time past.

Europe Takes 53% Of U.S. Motorcycles

Washington, D. C., Nov. 12.—The importance of foreign trade to the American motorcycle industry is shown in the fact that this country during the five years, 1920 to 1924 inclusive, produced a total of 196,885 motorcycles, of which 103,570, or about 53 per cent. were exported, says the automotive division of the Department of Commerce.

The demand abroad for American motorcycles is increasing. Exports for 1924 totaled 16,859, compared with 16,339 during the first nine months of 1925, and it is anticipated that the total for 1925 will be approximately 22,000.

BODY SPECIALIST TAKES FRANKLINS TO EUROPE

New York, Nov. 12.—Taking with him two of the new model Franklins which he styled, de Causse, the international custom body specialist, has left for Europe, where he will display his latest style accomplishment in private exhibitions in England, France, Germany, Belgium and possibly Italy and Spain.

NEW CANTON GARAGE

Canton, O., Nov. 12.—The new garage of the Peerless Motor Sales Company, at Walnut Avenue and 3d Street, is under roof, and the interior is being rushed to completion. This is one of the most modern garage buildings in this section, has two stories and basement, and covers almost a city block.

Ohio Dealers See Big Automotive Year Ahead

Survey Reveals Farmers Eager to Invest Crop Money in Automobiles

Sales Rising Steadily With No Indication Of Let-Down

TOLEDO, Nov. 12. — To find out the true conditions of the automobile market today and its prospects for 1926, the Automotive Daily News representative made a tour of 150 miles through the rural districts and small towns, interviewing about fifty merchants, farmers and manufacturers.

First hand information gleaned in this way indicates that in this district, at least, 1926 will outclass the present prosperous year for those engaged in the selling of automobiles, trucks, tractors and accessories.

It was found that the farmers are in better shape to buy automobiles, tractors and trucks than they have been since the war. Bumper crops were common and fair prices are prevailing. The rural people are again buying and many of the merchants in the smaller cities predict a wave of prosperity for several years to come.

SANDUSKY

In the Sandusky, O., district the fruit growers have had a good year and are buying motor cars. Peaches, apples, and small fruits all showed good profits for the trucker, and the results is better business for **the automotive merchants here, especially in light trucks and tractors, as well as passenger cars. The Leibach Motor Sales Company there sold seventy-five Studebaker cars in 1924, and will sell 125 during 1925 in the same territory. Other firms are having equally good gains.**

BELLEVUE

At Bellevue, O., John B. Martin of the Studebaker agency had a 50 per cent. gain in sales over the previous year. This is a big cabbage district and many kraut factories are to be found in the vicinity. General crops were good. Bumper corn yields are to be seen on every side. Practically all sales gains were among the farmers, who are prosperous. Arthur Overmyer, Dodge dealer, sold nine cars last week, all to farmers. Fords, Dodges, Buicks lead in sales, with Chevrolet and Overland closely following. Ford and International Harvester tractors are moving well, too.

NORWALK

At Norwalk, O., a town of 10,000, C. M. Lippert of the Lippert Motor Company, Hudson-Essex dealer, said October was the best month in his entire history. This is a fruit, general farming and kraut district, and the rural dwellers are prosperous and buying. Mr. Lippert has just returned from Florida and was away during the entire month; thus his sales effort was not behind the business, indicating that the prosperity rather than intensive sales is the cause of the increased business. Used cars are not a burden to the district, although they have slumped 30 to 50 per cent. in value during the past six months. The Lindendowell Heater Company, builder of exhaust heaters, Norwalk, has had the biggest year of its history and contracts ahead indicate that 1926 will be even greater.

Chance for Motorists To Break Into Movies

Hartford, Conn., Nov. 12 (U. T. P. S.)—Some of the thousands of motorists who travel the state highways of Connecticut bound for the Yale-Princeton game at New Haven tomorrow may find difficulties with the state motor vehicle department, which will grow out of infractions of the motor vehicle laws. Moving picture cameras will be the eyes of the department which are to register the passing traffic, not only for use in detecting the violators, but for use in proving infractions should the drivers be haled to court.

Cameras are to be placed at some of the most congested points along the state road. The films obtained are intended mainly for use in solving vexing traffic problems.

See 50 Per Cent. Increase in Business During 1925

CLYDE

In Clyde, O., it was learned that the Clydesdale Truck Company plant will be sold at receiver's sale on December 4. The Clydesdale, it is said, over-expanded during the war period and was caught with too many high-priced materials and too large a stock of motor trucks. The concern was not strong enough to weather the loss, and, although it had done a profitable business during the past two years, could not pay its former indebtedness.

A number of bidders, it is said, will be on hand to gain control of the concern. The closing of the plant, except the parts department, which is kept going by the receiver, has thrown 200 people out of employment, but despite this, the little city of 2,500 appears prosperous. Agricultural trade, backed by splendid yields, is keeping the merchants going good.

Fred W. Maatz, owner of the Maatz Motor Company, Ford dealer, sold twenty-three Fords in Clyde during October, ten more than his monthly allotment of thirteen. Maatz is having much trouble with used cars, declaring they cannot be moved at any price.

All the people want new cars, he said, another reflection of the prosperity of the rural districts. "If we offer used cars worth $300 at $100, it seems to be no temptation," said Maatz. "There just isn't any market for the trade-ins. We're selling most of them to big city buyers at anything they offer—and we're not allowing much for them, little more than junk prices—and we've junked one out of four or five this year."

Close & Wagner, Hudson-Essex dealers at Clyde, also reported good business in new cars with used car sales dragging.

OAK HARBOR

At Oak Harbor, O., a town of about 5,000 people in a rich agricultural and fruit district, there was called a meeting of fifty Ford dealers from as many places of northern Ohio, to discuss the used car situation as applied to Ford dealers. This was held last week in the rooms of the Bock Motor Sales Company. The traded-in car was discussed from many angles. The best plan suggested at the meeting was the one of completely rebuilding the used car and giving a 30-day guarantee with it. The idea was to turn the car out in such shape that it will do practically the service of a new machine. Any car that didn't show enough worth for such conditioning should be taken in and sold at junk prices.

FREMONT

While Fremont is a thriving little manufacturing city of 12,000 people, its motor car business depends largely on the rural people, who are reported more prosperous than they have been since the war boom days.

Larry G. Post of the Post Motor Sales Company, Ford dealer, who enjoyed a good business in 1924, finds new car sales running 10 to 15 per cent. better for the present year. Parts and shop sales are 15 to 20 per cent. better; truck sales show the biggest gains with a lead of 33 1-3 over 1924, and tractors with a gain of 5 per cent. to 8 per cent. The concern will handle about 500 cars, trucks, and tractors this year. Its business runs about 40 to 50 units a month. Good corn, wheat, oat, cabbage and fruit yields were reported. Retail merchants in other lines are showing increases of 15 per cent to 25 per cent. in sales.

The Herbrand Company, Fremont, large builder of drop forgings, including axles for Ford, American Gear, Hupmobile, Chandler, Rickenbacker, Paige and Jewett, report a tonnage heavier by 10 to 12 per cent. than last year. Frederick H. Nagle of the company says the factory employs 400 to 500 men, and contracts for 1926 indicate that the manufacturers of automobiles plan a still greater output in every instance for next year.

"They'll make it, too," he said, "for not only are the industrial centers going well, but the agricultural districts will be heard from more in the buying than the manufacturers themselves believe. We see an upward movement all along the line, with slightly better profits for the parts makers, who have been doing business on too close a margin."

The Fremont Foundry Company, builder of castings for many automotive firms, also is doing a greater volume of business, with steady gains in output tonnage. Motor trucks haul a great deal of the output of both of these factories to Detroit, Cleveland and Toledo automotive plants.

Fred Durnwald of the Palace Auto Sales Company, one of the most successful county Buick dealers, Fremont, reported a gain of 30 per cent. to November 1 over the same period a year ago.

Distributor Doings

TOLEDO PAIGE-JEWETT COMPANY INCORPORATED

Toledo, Nov. 12. — The Toledo Paige-Jewett Company has been incorporated here with a capital of $20,000, with Edward D. Murphy as president and general manager, to take over the general distribution of the Paige and Jewett lines in this section of Ohio. Mr. Murphy has been in the automobile business in Toledo for a number of years.

DAGMAR DEALERSHIP ESTABLISHED IN CHICAGO

Chicago, Nov. 12.—The Dagmar, made at Hagerstown, Md., by the Moller Motor Car Company, is represented in Chicago for the first time. The Dagmar Motor Sales Company has been organized and has taken possession of the sales and service establishment at 2330 Michigan Ave., just vacated by Harris & Rodgers.

The Chicago company is under the management of R. N. Grove.

New High Chalked Up in Cleveland

Cleveland, O., Nov. 12.—According to a report by the Cleveland Automobile Manufacturers' and Dealers' Association, all October records for the retail automobile business in Cleveland were broken last month.

An increase of 82 per cent. was observed, 3,218 bills of sale for new cars being filed this year, against 1,766 for October of 1924.

In used cars as well as in the new car field, the season being considered, sales went well. There were 7,245 bills of sales for used cars filed last month, against 6,051 for October, 1924, and 6,251 for the same month of 1923.

The fine condition of the Cleveland market is indicated in the interest shown in the drawings for space in the annual automobile show. Manager Herbert Buckman states that the space was entirely exhausted at the first drawing, which took place last Tuesday. The show will be held at the public auditorium on January 23 to 30.

for Economical Transportation

CHEVROLET

The man who is not quite ready to buy is never lost to Chevrolet. A Chevrolet 6% purchase certificate offers him a profitable way to accumulate the down payment on a new Chevrolet for future delivery.

These purchase certificates, Chevrolet dealers know, turn many hesitating prospects into Chevrolet owners.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring	$525	Coupe	$675	Commercial Chassis	$425
Roadster	525	Coach	695	Express Truck Chassis	550
		Sedan	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY · AT LOW COST

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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Reduction Not Repeal

FINAL announcement of the tax reduction program decided upon by the Ways and Means Committee of the House of Representatives has been made. The committee's action had been pretty accurately forecast. The program, so far as automotive products are concerned, was one of reduction and not elimination of the excise taxes. The motor truck, tires, parts and accessories are relieved of tax burdens. Passenger cars receive a reduction from the former 5 to 3 per cent.

Based on the 1924 tax levies on the automotive industry, the committee's action will relieve the motor truck industry of a total burden of $1,807,-811. Tires, parts and accessories are lightened of a total tax debt of $22,737,384. The reduction from 5 to 3 per cent. on passenger cars would amount to $37,656,619, on the basis of the 1924 levy.

It must be remembered that the findings of the Ways and Means Committee do not constitute actual tax reduction. On the committee's suggestions he House bill will be formulated, but there may even be changes made by the lower body. The Senate will scarcely accept the bill as written and it would not be strange to have a lengthy fight on the measure.

In the meantime the automotive industry may console itself with the thought that "half a loaf is better than no bread." And the policy of excise tax elimination has been definitely established for another year.

Just because a Ford coupe up in Halifax shoved a street car off the rails, don't let us get the idea that we can any of us demolish a railway engine by meeting it at a grade crossing.

A few weeks ago Wall Street more or less officially took occasion to tell the automotive industry how deeply it was loved in that stamping ground of the bears and bulls. But just look what Wall Street did to the motor stocks Wednesday.

The Detroit motorist who has the police looking for his 1909 Ford car, bearing the serial number 7,417, is earnestly advised to keep his eye on the Smithsonian Institution in Washington.

Here's the opinion ballot below. Please tear it out, check your opinions and mail it to us today!

Editorial Department, Automotive Daily News,
25 City Hall Place, New York City.

Gentlemen: In response to your inquiry we believe that the following method is the most satisfactory in making sales under the deferred payment plan:—

The cash payment should be:—

One-quarter of the purchase price.....☐ Yes. ☐ No.
One-third of the purchase price.....☐ Yes. ☐ No.

The maximum period allowed for completing the payments should be:—

Eight months .....☐ Yes. ☐ No.
Ten months .....☐ Yes. ☐ No.
Twelve months .....☐ Yes. ☐ No.
Eighteen months .....☐ Yes. ☐ No.
Do you favor an even longer period.....☐ Yes. ☐ No.

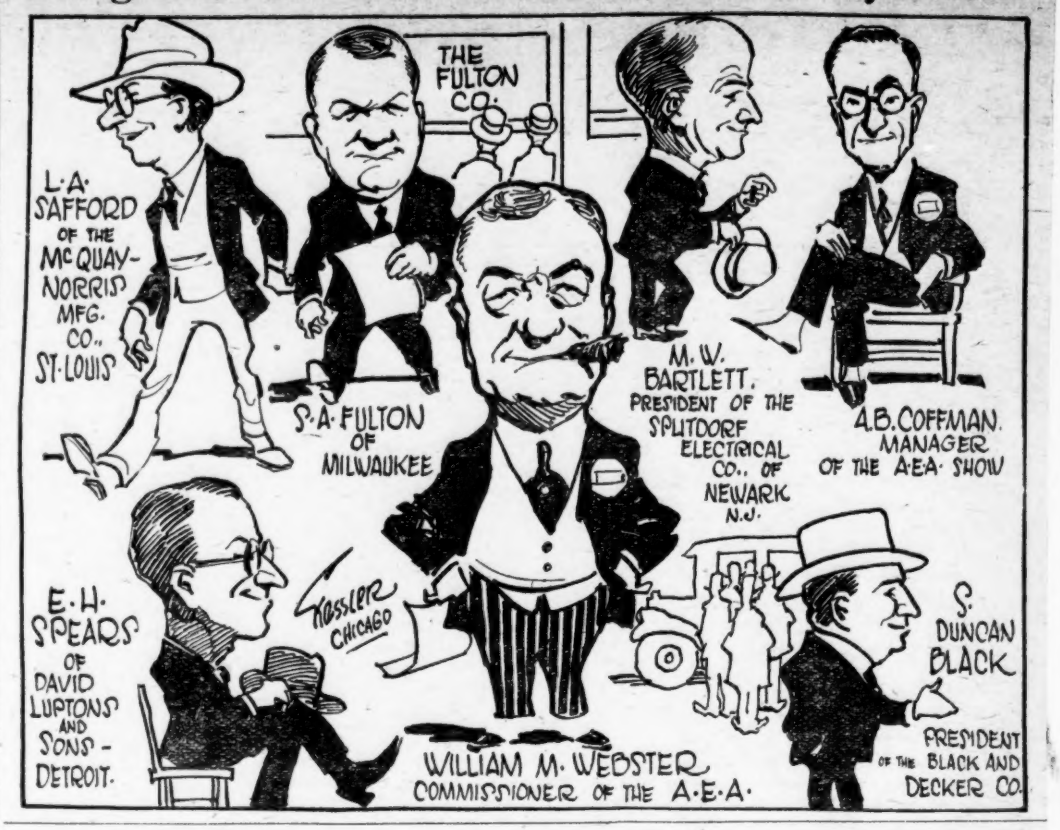
What per cent. of new car sales are made with a used car taken to cover the first down payment?.....

Firm name .....

Address .....

Individual .....

Among Those Present at A. E. A. Show— By Kessler



Sales Scents

A salesman in the middle west decided to advertise himself.

He didn't minimize the importance of the product he sells.

He just tried to make himself synonymous with his car.

And he succeeded.

He devised a series of novel mailing cards. It was a "teaser" campaign at first, not revealing his identity.

As the campaign progressed he let the prospect in on the secret.

Now when hundreds of men in his town think of a certain make of car, they think of this enterprising salesman.

Many motor car dealers have built up a business on personality advertising, if we may call it that.

You can do the same.

You can use sales letters to tie up your name with your car.

You can write your own ideas on advertising and have them worked out for you at small cost.

An investment of this nature is an investment in future business.

After all, your business is a business within a business.

The more you can boost your own sales, the greater the profit to yourself and to your dealer.

And the greater your profit to the man who employs you, the more he can afford to invest in your services.

PEORIA BUSINESS MEN FORM POWER MACHINE CO.

Peoria, Ill., Nov. 12. — Sixty Peoria business men have formed the Avery Power Machine Company and have taken over the bankrupt Avery Tractor Company. The purchase price of the properties was $650,000. The plant at one time was one of the most prosperous of this city and employed 2,000 men. The collapse of the tractor business following the World War precipitated the suspension. With adequate financing it is hoped to restore the business to its former output.

FACTORY SCHEDULES

Madison, Wis., Nov. 12. — The number of factory employees in Wisconsin's automotive and allied industries during the month of October showed a decrease of 3.2 per cent., figures announced here show. Compared with conditions covering the same period a year ago, there is recorded 9.1 per cent. more employees in this industry than last year.

MINNICK LEAVES K. C.

Kansas City, Nov. 12.—P. F. Minnick, who has been in charge of the Ford plant here for the last six years, has been transferred to the Philadelphia plant of the Ford Motor Company. Minnick came to Kansas City from Philadelphia, where he had switched from law to the automobile business.

FISHER BODY GIFT

Detroit, Nov. 12.—In the campaign for the Detroit Community Fund to raise nearly $3,000,000 for charity during the coming year, one of the largest contributors thus far is that of the Fisher Body Corporation, employees and members of the Fisher families jointly. A total of $72,000 was given by the three groups. The Fisher Body Corporation contributed $30,000 of this amount. The employees contributed $11,500.

Coming Automotive Events

NOVEMBER

7-15—Sao Paulo, Brazil. Automotive Exposition.
9-14—Chicago. Convention and Show, Automobile Equipment Association, Coliseum.
9-14—San Francisco, Cal. All-Western Road Show.
12-13—Des Moines, Iowa. Iowa Automotive Merchants' Association Convention.
13-14—Philadelphia. Society of Automotive Engineers, automotive transportation meeting. Benjamin Franklin Hotel.
15-21—New York City. Automobile Salon, Inc. Twenty-first Annual Automobile Salon, Hotel Commodore.
16-17—Chicago, Ill. National Association of Finance Companies, convention.
17 —Buffalo, N. Y. Society of Automotive Engineers, meeting of Buffalo section, Statler Hotel.
16-18—Chicago, Ill. National Standard Parts Association Show.
17-19—St. Louis, Mo. National Tire Dealers' Association Convention.
19 —Cleveland, O. Society of Automotive Engineers, meeting of Cleveland section.
20 —Washington, D. C. Society of Automotive Engineers, meeting of Washington section, Cosmos Club.
20 —Chicago, Ill. Society of Automotive Engineers, meeting of Chicago section.
16-21—Detroit, Mich. Society of Motor Transportation Engineers, annual convention.
16-21—Detroit, Mich. First National Motor Bus Show.
24 —San Francisco, Cal. Society of Automotive Engineers, meeting of Northern California section.
26- —Los Angeles, Cal. A. A. A. 250-mile race.
26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdamm.

DECEMBER

1- 8—Pernambuco, Brazil. Good Roads Conference.
3- 4—Washington, D. C. Fifth Annual Meeting of Highway Research Board.
5-16—Brussels, Belgium. Annual Automobile Show
7-20—Buenos Aires, Argentina. Eighth annual Argentina Auto Show.

JANUARY

—Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
—Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall show. Date not set.
16-23—Philadelphia, Pa., Philadelphia Automobile Show.
9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
11-16—Chicago. American Road Builders' Association Annual Convention.
11-16—New York City. National Automobile Show.
14—New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.
16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
16-23—Cincinnati, Ohio. Automobile Show.
16-23—Milwaukee, Wis. Automobile Show.
16-23—Buffalo, N. Y. Twenty-fourth annual automobile show.
18-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.
23-30—Cleveland, Ohio. Automobile Show.
23-30—Baltimore, Md. Twentieth Annual Automobile Show.
23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
23-30—Brooklyn, N. Y. Fifteenth annual automobile show.
26—American Road Builders' Association. Good Roads Week.
26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.
27-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
27—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
27- —Detroit, Mich. Sixth Annual Convention.
30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.
30-Feb. 6—Washington, D. C., Automobile Show.
30-Feb. 6—San Francisco. Tenth annual Pacific Automobile Show.
30-Feb. 6—Chicago, Ill. Eleventh Annual Automobile Salon, Hotel Drake.

FEBRUARY

1- 6—Chicago. Chicago National Show.

G. M. Sales and Earnings Reach New Peak

OCTOBER IS BEST MONTH COMPANY HAS EVER SHOWN

Net for Period Probably About $12,500,000; Sales 96,000

NEW YORK, Nov. 12.—The General Motors Corporation in October broke all records in both earnings and sales for the second consecutive month. While official figures have not been fully compiled it is estimated that sales to dealers by the corporation's divisions, Buick, Chevrolet, Cadillac, Oakland and Oldsmobile, were close to 96,000 cars and trucks. All divisions operated at capacity during the month.

Sales ran considerably ahead of the management's earlier estimatesfi which contemplated a total of 90,000 units, and the 96,000 record fell just short of doubling the 45,552 units sold in October, 1924. It compared with sales of 89,000 in September, the best preceding month, and 85,583 in April, the peak month of the spring season when motor buying normally is at its height.

Record sales to dealers reflected continued heavy demand by the public for the corporation's products, as retail sales to consumers were within 10,000 units of the number purchased by dealers, indicating only a nominal accumulation of unsold cars, notwithstanding the high production.

General Motors net earnings last month may be estimated around $12,500,000. This would compare with average monthly earnings in the record-breaking second and third quarters this year of less than $9,500,000.

The October record will probably stand as the highest for this year, as a tapering off in sales is to be expected during November and December, due to seasonal conditions and the approach of the year-end inventory taking period. Present indications are that the corporation will turn out close to 150,000 vehicles in the final two months of the year, which would make a very favorable comparison with the corresponding period of 1924, when sales were fewer than 45,000 units. On this prospect total sales for 1925 will approximate 850,000 units.

Standard of Indiana Raises Price of Gas

Chicago, Nov. 12.—The Standard Oil Company of Indiana has advanced the tank wagon price of gasoline at Kansas City to 17.9 cents a gallon from 15.9. This price includes the 3-cent tax. It was officially stated that this action was to meet the advance of competitors and no other increase is contemplated in the company's territory at this time.

Reduction of refinery operations in the mid-continent field has strengthened the spot market. United States Motor gasoline is quoted at 9½ cents, with a number of sellers quoting higher prices.

A. O. SMITH CORP. REPORT

New York, Nov. 12.—The A. O. Smith Corporation reports for the year ended July 31, 1925, net income of $1,152,014, after depreciation, Federal taxes, etc. Income account for year ended July 31, 1925, follows:—

Profit, after expenses and depreciation	$1,398,288
Federal taxes	246,274
Net income	$1,152,014
Dividends	269,049
Surplus	$882,965

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925 High	Previous, 1925 Low	Div.		Sales	High	Low	Close	Net Change
20	13	....	Advance Rumely	800	17	16⅞	17	— ½
62¾	47	3	Advance Rumely pf	200	58	57⅝	58	+ ½
15⅞	10	....	Ajax Rubber	2,100	11⅛	11	11	....
95	71½	6	Allis-Chalmers	2,200	90	86⅝	90	+ 1
54½	26¼	....	Am. Bosch Magneto	4,200	37⅛	29½	30½	+ 1
14¾	11¼	1	Am.-La France	200	13½	13⅜	13⅜	....
44½	27	1.50	Briggs Mfg. Co.	4,300	30½	29½	30½	+ ⅜
52	27½	3	Chandler Motor	3,200	43¾	41½	43½	+ 2
253	108¼	....	Chrysler Corp.	24,200	216¼	208	215	+ 6
111¾	100⅛	8	Chrysler Corp. pf	200	109⅞	109¼	109¼	— ½
15½	8⅛	.80	Continental Motors	9,400	12⅛	11⅛	11⅞	+ ⅜
48¾	21⅝	....	Dodge Bros. A	53,100	41⅝	39	41⅞	+ 1½
91½	73½	7	Dodge Bros. pf	6,200	87	85	86¾	+ 1¼
28⅝	10½	2	Eaton Axle & Spring	2,700	26	25	26	+ ⅝
75⅝	60¾	4	Electric Stor. Battery	4,700	73¼	71	73	+ 1⅛
125	60¼	5	Fisher Body	11,300	115⅞	110½	114⅞	+ 4⅝
28¾	10½	....	Fisk Rubber	13,700	26⅜	25½	25⅞	+ ⅛
114¾	75½	7	Fisk Rubber 1st pf	200	109½	109	109	— 1
38⅞	28⅞	2.50	Gabriel Snubber	1,800	36⅜	35⅝	36	— ⅜
16¼	4⅛	....	Gardner Motor	100	9⅝	9⅜	9⅜	+ ⅛
149¾	64⅝	7b	General Motors	138,400	140⅝	133¼	139⅛	+ 6¾
114½	102	7	General Motors 7s pf	400	113	113	113	....
26⅜	12½	....	Glidden Co.	2,700	23⅞	23	23⅝	+ ½
74¾	36¾	4	Goodrich	6,800	69⅞	67⅛	69⅛	+ ⅛
114⅝	86⅛	7	Goodyear T. & R. pf	800	110⅝	110	110½	— ¾
108	103	8	Goodyear T. & R. pr pf	100	108*	108	108	+ ⅛
49½	30	3.50b	Hayes Wheel	5,600	46⅝	44½	45½	+ ⅞
139½	33¾	3	Hudson Motor Car	78,400	117¼	109⅞	116¼	+ 6¼
31	14¼	1	Hupp Motor Car	23,300	25⅝	24	25⅝	+ 1¾
24	13	.50	Indian Motocycle	2,200	23¼	22	22	+ 1
65	35⅜	3	Jordan Motor Car	12,500	54⅝	52¼	54	+ 1
21⅝	12¼	....	Kelly-Springfield	800	17¼	16⅝	16⅞	— ⅛
74	41	....	Kelly-Springfield 8s pf	200	65	64½	64½	— 4¼
3½	1⅝	....	Keystone T. & R.	300	2	2	2	— ⅛
19	11⅝	....	Lee Rubber & Tire	600	15⅝	15⅛	15¼	....
242	117	6	Mack Trucks	9,600	223	219½	220½	+ 3½
106⅝	99	7	Mack Trucks 2d pf	100	105½	105½	105½	+ ¼
32⅞	10¾	1	Marlin Rockwell	1,000	30½	30⅛	30½	+ ½
42	22⅜	3	Moon Motors	5,600	37⅜	35¾	37	+ ⅞
44⅞	40¼	3.60	Motometer A	700	40⅝	40⅛	40⅝	+ ⅝
35	18	2	Motor Wheel Corp.	3,500	31¼	30⅛	31	+ ½
21½	13	....	Mullins Body	100	15½	15½	15½	— ½
42½	26¼	2.40d	Murray Body	700	27¼	26½	26⅝	+ ⅝
48	15	2	Packard Motor Car	27,800	46	43⅝	46	+ 1⅜
33	17¾	1.40	Paige-Detroit Motor	13,200	28	25⅞	28	+ 1
47¾	10⅞	....	Pierce-Arrow	27,800	38⅝	36½	37⅝	+ ⅞
100	43	....	Pierce-Arrow pf	1,600	92½	90⅞	91½	+ 1
18	8	....	Reynolds Spring	8,600	11½	10⅛	11⅛	+ ½
36⅞	15½	....	Spicer Mfg. Co.	4,800	28¾	27⅝	28½	+ 1¼
84⅞	55	6b	Stewart-Warner Speed.	3,900	77⅞	75½	77½	+ 3¼
89⅝	61	6	Stromberg Carburetor	600	81	80	81	— 2⅛
64⅝	41¼	6b	Studebaker Co.	54,700	60⅛	58¼	59⅞	+ 1⅞
59⅝	27¾	4b	Timken Roller Bear.	19,200	57⅝	54¾	56½	+ 1½
89¼	33½	....	U. S. Rubber	52,900	87¼	84½	86½	+ 2⅞
108¾	92¾	8	U. S. Rubber 1st pf	500	107	106½	106½	— ¼
104½	57⅛	4	White Motors	18,900	88½	86	87	+ 1
34⅞	9⅛	....	Willys-Overland	38,500	28⅝	27	28⅝	+ ⅞
115	72¼	7	Willys-Overland pf	1,100	114	113⅞	114	+ ¼
48¾	22⅞	....	Yellow C. & T. B.	4,800	30¾	29½	30¾	+ ⅞

NEW YORK CURB MARKET

53	40	3	Auburn Auto	200	52	52	52	— 1
29⅝	19½	....	Cleveland Auto	1,500	28	26¾	27½	+ ¾
1¼	.50	....	Du Pont Motors	100	.50	.50	.50	....
21	9⅞	....	Durant Motor	22,000	17	15⅛	15¾	— 1
78	67	6	Electric Auto-Lite	2,000	75⅞	75½	75⅝	— ¼
15½	6⅞	....	Fageol Motor Co.	2,000	10	9¾	10	+ ⅛
47⅝	30	1.20	Federal Motor	2,000	40½	38½	39¾	— 1¼
690	462	10	Ford Motor of Canada	40	617	613	615	+ 4
42⅞	16½	....	Franklin Mfg.	1,000	34	31	34	+ 1¾
49⅝	24⅝	....	Goodyear Tire	6,000	45¾	44⅝	45⅛	— ⅜
16⅞	5	....	Intercon. Rubber	700	15	14⅞	15	— ⅛
50	41	....	Miller Rubber n	200	42	41½	42	....
28	15¼	1.65	Reo Motor	4,100	25⅜	24	25⅛	+ ¾
14⅛	4½	....	Republic M. Truck ctf.	300	11½	11	11½	+ ¼
10½	7⅜	....	Rickenbacker	6,500	9	8⅝	9	+ ⅛
20½	6	....	Stutz & Co.	1,500	17¾	15⅝	17⅜	+ ⅝
12⅝	4⅛	....	U. S. Rubber Recl.	200	10⅞	10⅞	10⅞	— ⅛
22	6	....	Yellow Taxi, New York	100	13	13	13	+ ½

DETROIT

Sales		High	Low	Last
1500	C. G. Spring	11⅝	11	11⅜
350	Cont. Motor	11⅝	11⅝	11⅝
100	Motor Wheel	30½	30½	30½
6705	Packard	46	44½	46
700	Paige	27½	25¾	27½
4580	Reo	25⅝	24½	25¼

(The above table shows Wednesday's stock movement, complete.)

CLEVELAND

Sales		High Bid	Low Asked	Last
	Firestone	125	135	
	Firestone 6s pf	99	100	
	Firestone 7s pf	98½	100	
	Goodyear	45	48	
	Peerless	34	36	

Current Commodity Prices

New York, Nov. 12.—A sharp improvement in the rubber market is attributed to a very noticeable tendency on the part of buyers to advance their bids. Prices are up 1 and 2 cents a pound. The factory demand is considerably stronger. Buying of steel continues to increase. There have been no further price increases, but it is reported that a number of manufacturers are preparing to put increases into effect. The gasoline market is considerably firmer, as indicated by advances ordered by the Standard of Indiana in the Kansas City territory.

STEEL PRODUCTS

Semi-Finished—Gross Tons

Billets, rerolling	a35.00
Billets, forging	$40.00a41.00
Steel bars (hot rolled)	1.90a 2.00
Plates (hot rolled)	1.60a 1.70
Blue annealed sheets	2.40a 2.45
Black sheets	3.35a 3.40
Auto body	4.35a 4.40
Bands	2.40a 2.50
Cold rolled strip	3.75a 3.80
Hot rolled strip	2.20a 2.30
Pig Iron, Basic—	
Valleys	19.50a20.00
Eastern Pennsylvania	21.50a22.00

IRON AND STEEL SCRAP

(Buying prices, f. o. b., New York.)

Heavy melting steel	$12.00a13.00
Machine shop turnings	9.50a10.00
Cast iron borings	9.50a10.50
No 1 cast scrap	16.00a17.00

MILL PRODUCTS

Base prices, cents per pound, f. o. b., mill.

High brass sheets	19⅝a	....
Copper, in rolls	21⅝a	....
Zinc, spot, New York	9.10	a 9.15
Lead, spot, New York	9.75	a10.00
Aluminum, virgin, 98a99%	28	a 29

SEAMLESS TUBING

High brass	a24.75
Copper	25.25

RODS

High brass (round ⅝ to 2½ in.)	17¾a ..
Copper, rods, round	22⅝a ..

OLD METALS

Following are dealers' buying and selling prices for large quantities, f. o. b. cars, New York:—

Heavy machinery com	9½a 9¾	11¼a11¾
New brass clippings	9⅜a 9½	10⅝a10⅞
Auto radiators	7¼a 7½	8⅜a 8½
Brass, heavy	7⅝a 7¾	8½a 8¾
Brass, light	6⅞a 7½	7¾a 8

RUBBER MARKET

Plantations—	Bid.	Asked.
First latex crepe, spot	$1.02	$1.03
November-December	.99	1.00
January-March	.93	.94
Ribbed Smoked Sheets, spot	1.01	1.02
November-December	.98	.99
January-March	.92	.93
Para-Up-River, fine, spot	.91½	.92½
Island, fine	—	.86

SCRAP RUBBER

Inner tubes, No. 1	11 a 12
Inner tubes, No. 2	8 a 9
Inner tubes, No. 2 red	7 a 8
Tire, automobile, white ton	$60.00a70.00
Mixed auto tires	40.00a45.00

Reclaimed rubber—Tire reclaimed, 10c; shoe reclaimed, 10½c; tube reclaimed, 18½c.

OIL AND GASOLINE

MOTOR GASOLINE

Garages (steel barrels)	— a 17
Up-State New York	— a 16
Single tank cars, delivered, New York	12½aNom.

CRUDE PRICES AT WELLS

EASTERN—			
Penn. grade oil in N.Y. Tran. Co. lines	$3.15	Penn. grade oil in Buckeye P. Line Co. lines	$2.80
Bradf'd District oil in Nat. Tran. Co. lines	3.15	Cabell	1.95
Penn. grade oil in Nat. Tran. Co. lines	3.05	Corning	1.70
Gaines grade oil in Nat. Tran Co. lines	2.70	Somerset	2.05
Penn. grade oil in S. W. Pa. Pipe lines	3.05	Somerset, light	1.20
Penn. grade oil in Eureka P. Line Co. lines	3.00	Lima	1.98
		Indiana	1.78
		Princeton	1.87
		Illinois	1.87
		CENTRAL—	
		Wooster	2.00
		Waterloo, Ill.	1.00
		Ragland	1.00
		Plymouth	1.40
		Canadian	2.38

Packard Increases Stock $20,000,000

Detroit, Nov. 12.—Stockholders of the Packard Motor Car Company today approved the proposed increase in the authorized $10 par common stock from $30,000,000 to $50,000,000.

Price of Steel Scrap Is Firmer

New York, Nov. 12.—A further firming up of the steel scrap market is apparent. The apparent weakness experienced in scrap several weeks ago was nothing more or less, according to market observers, than a technical correction of that market. The trade seemed of the opinion that pig iron was then selling too low, with scrap too high.

With scrap prices approaching those of iron, it was a natural consequence that steel producers would buy more iron and less scrap for their steel making. This resulted, as was expected, in lower prices for scrap. The coal strike, with its consequent effect on coke prices, created higher costs and selling prices for iron, so that the differential between iron and scrap was quickly restored. Scrap has since shown a disposition to strengthen.

SPLITDORF UNITS ARE AMALGAMATED

Public Offering of Stock Of Consolidated Company Planned

NEW YORK, Nov. 12.—Legal steps are being taken to consummate the merger of the Splitdorf Bethlehem Electrical Company and the Splitdorf Electrical Company following the acquisition by the former of 98 per cent. of the preferred and 96 per cent. of the common stock of the latter company.

Financing, to consist of public offering of stock of the consolidated company, will be done next week by a syndicate headed by Watson & White, New York.

The Splitdorf Bethlehem Electrical Company some time ago took over the business of the Bethlehem Spark Plug Co., Inc. E. H. Schwab will be chairman of the consolidated company and M. W. Bartlett, president, Charles M. Schwab, president of the Bethlehem Steel Corporation, will be a director.

The company has recently shown a very gratifying increase in business, having attracted attention in the trade by selling one order of a car load of magnetos, one of the largest orders of the kind ever executed.

Motor Companies Swell Detroit Freight Traffic

Detroit, Nov. 12.—An unusual increase in freight traffic is revealed in the Pere Marquette Railway's weekly reports for the Detroit district, which includes Flint and Lansing.

Tremendous activity at the Buick Motor Company's plants is responsible for a marked increase in freight movement to and from Flint. The first week of November showed outbound movement 113 per cent. above corresponding week of last year while inbound was 82 per cent.

While automobile and allied concerns are contributing largely to the tonnage, all lines of business are going strong, as reflected by car loadings. Reo and Durant plants are active although some difficulty is experienced in getting sufficient material. Motor Wheel and Auto Body Company of Lansing are working on peak schedules. At Detroit, Paige, Studebaker, Packard, Lincoln, Dodge and Hudson are making heavy outbound shipments and bringing in considerable volume of materials. Continental, Timken, Ternstedt and other companies affiliated with the motor business are unusually active, traffic reports indicate.

Lago Oil & Transport Company Incorporated

Wilmington, Nov. 12.—Incorporation of Lago Oil and Transport Company in Delaware, with capitalization of 3,000,000 shares of Class A stock and 1,000,000 shares of Class B, both no par value, is a step in connection with the recent acquisition of control of Lago Petroleum Corporation by Pan-American Petroleum and Transport Company.

It is understood the present Lago Petroleum stock will be exchanged for Lago Oil and Transport stock. The actual operation of Lago Petroleum's properties is being taken over by Pan-American Petroleum and Transport Company operating officials. Lago is producing 38,000 barrels of oil a day, which the Pan-American management, it is believed, will increase.

ACTION DISMISSED

Columbus, O., Nov. 12 (U. T. P. S.).—The suit brought by William E. Armacost, formerly general manager of the Columbus Tire and Rubber Company, asking for a receivership was dismissed after a short hearing before Judge Kinkead in Common Please court. The plaintiff failed to produce evidence to uphold his contentions that the company was being operated for thebenefit of certain officials and the dismissal was made at the cost of the plaintiff.

IN NEW BUILDING

Philadelphia, Pa., Nov. 12 (U. T. P. S.).—Murphy & Keates, automobile lamps, soon will move into a building in the new automotive equipment center on Fairmount Avenue that is being prepared for them.

RAWLINGS
INSTANTANEOUS
WINDOW LIFT

Standard Equipment on

Locomobile
Lincoln
Flint
Marmon
Sterling Knight

Rawlings Company of America, Ltd.
1819 Broadway, New York

INVENT DEVICE TO ELIMINATE BACKLASH

Seattle, Wash., Nov. 12 (U. T. P. S.).—Two inventors, C. W. Rounds and J. C. Rounds of Seattle, Wash., have invented a device which they claim will prevent lash and vibration between moving members in power transmission trains, such as spur gears, crown gears, racks, pinions and other such units.

The inventors contend that by use of this device backlash is eliminated and that the proper meshing of the gears in regard to circular pitch line is in no way disturbed.

ADD ANOTHER STORE

Cedar Rapids, Ia., Nov. 12.—The S. & W. Auto Supply (Shultz & Weiss) has just added another store on 2d Avenue to its establishment. This gives it a half block on 5th Street and two stores wide on 2d Avenue, the main boulevard of the city, and right in the retail district. The new store, which is right next to the old establishment, is being used for a tire repair shop.

NEW SERVICE STATION

Seattle, Wash., Nov. 12.—The fourth service station operated by Gasoline Alleys, Inc., 902 Pike St., was opened for business recently at Dearborn Street and Rainier Avenue. The new station will also be equipped with a complete battery and tire department.

HARTFORD DISTRIBUTORS ALSO HANDLING RADIO

Hartford, Conn., Nov. 12.—Radio is playing an important part with wholesale and retail accessory houses in this locality. The Post & Lester Company is New England distributor for the Freed Eisemann apparatus and the Universal Auto Company is handling the Day Fan. Both firms are distributors.

The Universal Auto Company also does a retail business which has assumed large proportions and is now appointing associate dealers throughout the territory on Day Fan.

WISCONSIN AXLES

Wisconsin axles are known and recognized as standard throughout the world. Used under more than one hundred different makes of trucks, busses, coaches, railcars and tractors.

Bevel Gear, Double Reduction and Worm Drive

Full-Floating, Semi-Floating

WISCONSIN PARTS CO., Oshkosh, Wis.

NEW COMMERCIAL CAR REGISTRATIONS FOR WEEK ENDED OCTOBER 31, 1925

States	Acme	Autocar	Brockway	Chevrolet	Commerce	Diamond-T	Dodge	Dodge-Graham	Federal	Ford	Garford	G. M. C.	International	Mack	Mason	Overland	Pierce-Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscellaneous	Totals	States
Arkansas				11			6	2	2	217		1	4						1								3		257	Arkansas
Kansas				3			1	1		24			2																31	Kansas
Louisiana				8			5	1		117			1																132	Louisiana
Maryland		2		9			3	2	1	39			2					4			1						2		45	Maryland
Nebraska										13		1																	14	Nebraska
N. Hamp.		3					5	2		20			2					3										1	36	N. Hampshire
N. Carolina				11			5	10		112		1	4								3						3	1	150	N. Carolina
N. Dakota				6				1		31								6											44	North Dakota
Oregon				1			1	6	7	33		4		5				4									3	1	65	Oregon
Rh. Island		3					5	3	2	33			1	1				7									1		57	Rhode Island
S. Carolina				5				1		72			1					1							2		1		83	So. Carolina
S. Dakota				4				2	1	25			1					1	1						1			1	37	South Dakota
Texas				40			7	7		418		1	8					6									4	4	495	Texas
Utah				5			3			13				1												1			24	Utah
Wash'gton				3		1		10		51		2	1	3		2		1										3	79	Washington
W. Virginia				6			5	6		48		1	3					5	1									2	77	West Virginia
Wyoming							1			5																			6	Wyoming

LATEST MONTHLY NEW COMMERCIAL CAR REGISTRATIONS

The figures shown in this table are for October, except where otherwise noted, and are compiled by R. L. Polk & Co. of Detroit.

States	Acme	Autocar	Brockway	Chevrolet	Commerce	Diamond-T	Dodge	Dodge-Graham	Federal	Ford	Garford	G. M. C.	International	Mack	Mason	Overland	Pierce-Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscellaneous	Totals	States
*Alabama							1	1		46																		1	49	Alabama
*Arizona				16			23	27		52			4	2		1		7									4	1	137	Arizona
*Arkansas				14			7		4	329			4					1	4				1				3	3	370	Arkansas
*California	1	17		140			181	163	58	719	7	22	29	66	2	6	6	98	5	1			13	2	1		24	127	1688	California
*Colorado				17				15	2	163		3	3	2				5									5		215	Colorado
*Con'ticut	1	1	6	13	1		56	13	14	204		8	9	21		3	2	32	1	2	1		4		3		19	15	419	Connecticut
Delaware				6			1	4		78		2				1		7					1						100	Delaware
*Florida		2		12			47	84	9	836		4	63	52		10		30	1	31		1	2				24	69	1277	Florida
*Georgia				8			17	8	7	490		3	1	5		1		9					1				2	3	555	Georgia
*Idaho				22			18	7		144		1	11	2				5	4				1					1	216	Idaho
Illinois	7			103		33	100	32	11	729		9	65	20		12	13	65	1			5	1	6			24	140	1386	Illinois
*Indiana				61			23	31	10	672		1	46	12		5		25				6			2	2	7	28	931	Indiana
*Iowa				47			14	12	3	331		3	19	2	1			24					1				2	16	475	Iowa
Kansas				35		2	21	10	2	262		4	21	1		2		9					1				1	8	379	Kansas
*Kentucky				18			21	17	1	213	1	3	17	7	1	3		13	2			2	1			4	3	13	342	Kentucky
*Louisiana				14			13	3		251		4	7	1		2		3					1				6		305	Louisiana
*Maine				11			9	2		45		1	1	1				3									1		74	Maine
Maryland	2	10	1	38	1	1	14	14	4	217		6	16	7		1	3	26	2		1	1	2		1		12	12	392	Maryland
*Mass'setts	2	26	7	53		1	99	39	17	497	2	8	28	53	11	5	9	109	1	3	1		1	5	2		40	34	1053	Massachusetts
*Michigan	2	10		117	2		78	53	63	1057		28	51	54	1	7	4	93	8	10		1	6				27	123	1796	Michigan
*Minnesota				115		1	28	22	7	491	2	4	34	7		5	2	27	2								13	5	765	Minnesota
*Missouri		1		48		3	31	31	18	547	2	16	27	17		2	2	10	1				4	5			33	38	836	Missouri
*Montana				14			13	8		197			7	3		3		6									4	4	259	Montana
*Nebraska				10			12	7	2	351		2	9	2		1		5									9	4	414	Nebraska
*N. Hamp.				6			8	6	2	76	1	2	10	2		1		9									5	5	133	N. Hampshire
*N. Jersey																														New Jersey
*N. Mexico				4			10	1		73			2					2					3				1		96	New Mexico
*New York	7	46	80	231	1	12	272	87	41	1340	10	23	62	128	3	36	37	177	6	1	26		11	4	16		87	113	2857	New York
*N. Car'lina	3	1		15			6	44	3	503		6	24					6	6	2	2						14	23	658	No. Carolina
N. Dakota				45			1	4	2	227			8					7											294	North Dakota
*Ohio	4	1		96			43	30	15	628	5	3	36	35		8	2	37	2				2		4	7	49	53	1060	Ohio
*Oklahoma				17			22	12	4	719	1	5	8	10				8	3								31	1	841	Okahoma
*Oregon				21				26	8	158	2	18	3	17	1			5									16	13	288	Oregon
*Pennsyl.	10	73	21	184	4	4	162	132	37	861	17	20	60	98	7	43	14	123	7		2	1	5	16	14	1	108	94	2122	Pennsylvania
*Rh. Island		4	1	8			24	4	1	79	1	2	5	6		1	1	13		2							6	10	168	Rhode Island
*S. Carolina				4			5	4		295		1	4	2				4	3					2			2	3	329	So. Carolina
*S. Dakota				59			6	10	1	437		1	31	1				10										4	561	South Dakota
*Texas		2		87			30	36	5	1385		4	32	8		3		30	2						1		14	11	1650	Texas
*Utah				9			13	8		70			12	2				5					1				2	4	126	Utah
*Virginia		4		35		2	11	17	3	438	2	1	12	4		1	3	4	5	2		1					7	16	568	Virginia
*Wash'gton	1			29			32	14	1	371	2	13	11	7		4	2	14	2				4	1			13	27	548	Washington
*W. Virg'ia	1	11		22	1	1	32	24	12	196	1	4	23	4		3		9	3	4			1	2			4	27	373	W. Virginia
*Wisconsin				58	1	11	37	24	9	359	1		21	10		6		24					2	6	3	2	3	25	602	Wisconsin
Wyoming				4			7	2		36			2														1		52	Wyoming
*D't. of Col.		2		5			6	2		71		1	4	2			1	3	5								8	9	119	Dist. of Col.

*Registration for month of September.

San Antonio Accessory Men Spread Field to Mexico

SAN ANTONIO, Tex., Nov. 12 (U. P. T. S.).—San Antonio automobile and accessory and equipment distributors and jobbers are strengthening their lines in Mexico.

George S. Marlette, equipment engineer for the Straus Franck Company, accessory and equipment jobber, has returned from Mexico, where he had been for a month looking after the interests of his firm. He reported business south of the Rio Grande improving rapidly and the outlook exceptionally bright. The Straus Franck Company has been doing business in Mexico for some time, but it is preparing to extend its operations.

This week Nevelow Brothers announced Joe Garza had been added to the export department of the company and would be in charge of business with customers in the Mexican republic. He has had considerable experience in that line of work and is now extending the company's activities in Mexico.

Several of the automobile distributors here have located dealerships in various Mexican cities. These are doing a thriving business and the San Antonio distributors are not having to take any chances on getting their money.

The revision of the banking system in Mexico, by which the Bank of Mexico has been established at Mexico City and branch banks located at Nuevo Laredo and Monterey, where currency is issued and the issue, backed by government gold, has eased the money situation and made business transactions simpler.

The San Antonio distributors get their money before shipments leave American soil, through the branch bank at Laredo. San Antonio automobile distributors now have agencies at Mexico City, Nuevo Laredo, Monterey, Saltillo, and several other places. These agencies are doing a thriving business.

The accessory and equipment jobbers, seeing the automobile sales growing, are getting into the country to take care of the trade in their lines which follows the automobile business. They all report the outlook in Mexico bright, and the present prosperous and profitable.

PINE BLUFF, ARK.

Pine Bluff, Ark., Nov. 12.—Incessant rains for the last two weeks or more have seriously damaged cotton yet unpicked in the fields and have made roads disagreeable for traffic, in some instances, creating a demand for closed cars, curtains, chains and wet weather accessories.

NEW HAVEN, CONN.

New Haven, Conn., Nov. 12.—A careful survey of local accessory dealers disclosed the fact that accessory sales in this territory dropped off during the last week, due to the warm spell which came over this city and vicinity.

TOPEKA, KAN.

Topeka, Kan., Nov. 12.—Accessory men are enjoying a period of big sales of Ford extras. The trade has been brought about by the increased delivery of the new Ford models. At the same time their trade in Ford parts has slumped, but has not gone below normal, the peak of Ford parts business having been reached while the Ford dealers were waiting for the new models and users of the low priced car were reconditioning their old models.

Winter business is now showing a much higher volume than ever before, the local dealers report, the chief demand being for heaters and radiator protectors. Automatic radiator shields introduced to an extent in this territory last winter, and now proved out, are taking on great activity and dealers are pushing them all along the line.

"If another cold snap should arrive right now, we'd have an alcohol famine," said C. S. Kistler of the Kistler Auto Supply Company. "The cold wave of last week took about all the alcohol there was in town and vicinity. The wave came so suddenly, too, that radiator men reaped a harvest."

"I look for one of the best winter accessory records we have had," said Frank Southwick of the Southwick Auto Supply Company. "All along the line there is a big demand for standard goods, and particularly heating and radiator equipment. Tire chains have shown renewed activity, particularly sizes for balloon tires."

EVANSVILLE, IND.

Evansville, Ind., Nov. 12.—Accessory distributors and dealers here are looking to the Automotive Equipment Association convention in Chicago for the introduction of new features in parts and accessories. With the autumn season well on the way, the indications for a good fall market are promising, according to three of the largest accessory distributors. Auto heaters are said to be in good demand with the advent of chilly weather, and there is a good, steady call for driving lights and spotlights.

With more than $30,000 in sales of accessories for the month of October reported, distributors consider the season fair. Distributors reported the October sales to have gained by from 20 to 50 per cent. over the season of 1924. Demand for other accessories is said to be pretty well distributed.

COHOES, N. Y.

Cohoes, N. Y., Nov. 12.—Reports from merchants handling accessory lines continue to show business considerably better than in the fall season of last year. One prominent dealer stated that although business up to the present month has been exceptionally good, with the coming of cold weather he looks for a falling off in demand. Sales for November have corresponded well with marks set for October, in the opinion of leading dealers. A strong demand is being met for springs, batteries, alcohol, generators, etc., although cold weather needs continue to lead the way.

The North End Auto Supply Company reports business about 20 per cent. better than for the fall of last year, with week-end sales leading the way. The firm looks forward to a continuation of good business.

E. J. Sullivan reported good sales for accessory lines handled, with a steady call for springs from the trade.

Timken Nov. Output To Exceed 2,000,000

Canton, O., Nov. 12.—Production at the plants of the Timken Roller Bearing Company here the month of November will continue at peak, according to officials this week.

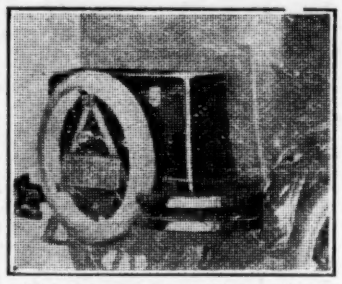
Bearing demand for most all makes of autos is so heavy that factories will speed production for some time to come, officials said.

It is reported production for the month will be in excess of 2,000,000 bearings.

Chicago Exhibits

THE IRELAND & MATTHEWS MFG. CO.

Detroit
(SPACE NO. 129)



The Ireland & Matthews Manufacturing Company, Detroit, is exhibiting its full line of IMCO steel automobile trunks and trunk rack equipment as supplied to the jobbing trade. The units displayed are for practically every popular make of automobile.

WALKER MFG. CO.

Racine, Wis.
(SPACE NO. 33-34-35)

The Walker Manufacturing Company, Racine, Wis., has an extensive display of its jacks, using three booths at the A. E. A. show for the exhibit.

WEAVER MFG. CO.

Springfield, Ill.
(SPACE NO. 287-289)

The Weaver Manufacturing Company is exhibiting its complete line of garage and shop equipment, using three booths at the A. E. A. show. Among the units displayed are the model B Weaver new-way jack, the auto twin jack, Hi-lift jacks, safety stands, auto crapes, towing poles, model C Weaver auto ambulance, universal tire changer, tire spreader, wheel alignment indicator, rim anvil, auto hoist, valveless bucket pump and other units.

"X" LABORATORIES

New York City
(SPACE NO. 314)

The "X" Laboratories of New York city are making a special exhibit of their radiator and boiler repair liquids at the A. E. A. show here this week. This is its ninth consecutive appearance at the A. E. A. shows. E. R. Tolfree, president; H. S. C. Bacon, sales manager; P. M. Southworth, advertising manager; L. D. Patterson, office manager; C. M. S. Foster, New England section; Wallace R. Lynn, California section; R. M. Sheridan, Chicago section, and A. J. Walker of the Northwestern section are representing the laboratories at the show. They are making their headquarters at the Blackstone Hotel.

THE ZINKE COMPANY

Chicago, Ill.
(SPACE NO. 240)

The Zinke Company of Chicago is making a showing of its complete line of automobile accessories, including its car heaters, manifold covers, air valves, etc. It is being represented by J. D. Casey, H. C. McIntyre, L. P. Zinke, P. L. Ross, A. W. Miske, F. T. Bailey, B. E. Dalzell, E. M. Creedon, R. H. Colburn, D. A. Browning, A. A. Ewald, F. E. Willard, A. B. Modine, C. T. Perkins, W. C. Winkel and F. T. Chase.

NEW DIRECTORS IN CONNECTICUT T. & E. CO.

Meriden, Conn., Nov. 12 (U. T. P. S.).—Announcement was made here today of the withdrawal from the directorship of the Connecticut Telephone and Electric Company, manufacturer of Connecticut ignition systems and other automotive equipment, of Rex J. Cole and Michael Schwarz. Roy S. Coleman and Miss Alice L. Luten have been elected directors to succeed them. Mr. Coleman is also elected vice-president and treasurer of the company.

Here and There Among Those Attending A. E. A. Show at Chicago

WEATHER TOO CHILLY

Chicago, Nov. 12.—C. E. Cumings of Cumings Brothers, Flint, Mich., succumbed to the Chicago weather, and contracted a severe cold. He is leaving for the home town today.

LIGHTFOOT RESIGNS

A. A. Lightfoot, who has represented the Gemco Manufacturing Company of Milwaukee in the Middle West, resigned to take over the same territory for the Las-Tik Patch Company of Hamilton, O. His place in the Gemco organization has been filled by J. H. Weatherly, formerly with the Bethlehem Spark Plug Company.

ATTRACTIVE DISPLAY

The Walker Manufacturing Company has one of the outstanding exhibits at the show. Twelve arches are covered with orange and blue bunting, each one containing one of the different models of jacks made by the company. There is also an exhibition of a new balloon jack display as it will be used by dealers.

SHE DRAWS 'EM!

Miss Bobbie Marter is drawing crowds to the Van Cleef Brothers' exhibition, where she portrays the Dutch girl of the company's "Dutch Girl Line" of products. Miss Marter is the best advertisement for Van Cleef & Holland that could be found.

POPULAR McADAMS

John McAdams was elected treasurer of the New York Boosters' Club, his Scotch ancestry and his wide popularity being the deciding factors in his success.

NEW SPRING IDEAS

R. A. Olsen, sales manager of the Tuthill Spring Company, is in charge of the company's exhibition of Titanic springs. The exhibition has disclosed some new ideas in spring construction to those who have had a look-in at it.

ADDRESS BY DISHER

G. F. Disher, president of the Gemco Manufacturing Company, will preside at a dinner of the Automotive Manufacturers' Association at the Auditorium Hotel tonight. He will speak on the state of the automotive industry.

A BIG ORDER

What is believed to be the largest order for piston rings ever placed by a single wholesaler, for delivery in one lot, is that of Cummings & Emerson, Peoria, Ill., when they ordered 300,000 heat-shaped piston rings from Wilkening Manufacturing Company of Philadelphia. The rings came in by the carload.

NEW APPOINTMENT

Officials of the Fleming Machine Company of Worcester, Mass., announced today at the A. E. A. show that Black & Decker of Towson, Md., have been appointed selling agents for the products of the Massachusetts company. The Fleming Machine Company manufactures wire wheels, accessory drills, including valve guide cleaners, carbon cleaner brushes, valve seating stones, grinding wheels, etc.

TO ENTERTAIN

During the progress of the A. E. A. show, H. C. Terrell, president of the Ohio Parts Company of Cincinnati, will be host to the company's field representatives at a dinner to be given at the Congress Hotel. Terrell is representing the company at the show.

Briefs

Representatives of the McKinnon Dash Company of Buffalo, N. Y., at the A. E. A. show are W. D. Notman, treasurer, and W. Cormack, traveling representative.

T. C. Tonkin, president of the Casper Supply Company of Casper, Wyo., is that company's representative at the A. E. A. show.

H. A. McRae & Co., Inc., of Troy, N. Y., is represented at the A. E. A. show by P. C. Ford, vice-president and general manager; E. A. Hoffman, secretary, and J. B. Peer, sales manager.

The Quinn & McGill Motor Supply Company, Denver, Col., is represented by F. P. Lilley.

The Gray Ball Bearing Company, Ltd., Toronto, Canada, is represented by John Reekie, secretary.

The Mackenzie, White & Dunsmuir, Ltd., Vancouver, B. C., is represented by L. M. White.

The McCauley-Ward Motor Supply Company, Waco, Tex., is represented by Joe L. Ward, vice-president and buyer, and F. H. Floyd, assistant sales manager.

The Parker & Waterman Manufacturing Company, Los Angeles, Cal., is represented by Carl E. Palmen, vice-president and general manager.

OPENS NEW HOME

Toledo, O., Nov. 12.— The W. W. Gravelle Motor Sales Company, owned by W. W. Gravelle, formally opened to the public tonight its new Hudson-Essex home at Main and Starr avenues. Souvenirs were given to visitors, a miniature automobile show was staged and there was dancing. The salesroom contains about 10,000 square feet of floor area.

DISTRIBUTORS WANTED FOR THE

DuMOR

Make-and-Break Ignition Distributor for Ford Cars, Trucks and Tractors

This newly invented Timer for Ford cars operates on the "make-and-break" ignition principle used on all of the larger cars, but heretofore not available for Fords. The "make-and-break" system is universally recognized as the most efficient. It has been incorporated in the DuMOR TIMER in a most simple and practical manner.

Repeat Orders Are Being Received From All Established Agencies.

Call Upon or Write to

GEO. S. BIGELOW
728 Monadnock Block,
Chicago.

Blublaze Motor Specialties Corp.
45 Seventh Avenue
Long Island City,
New York

NEW AUTOMOTIVE PATENTS LISTED

Many Assignments Are Made to Companies, Including G. M.

WASHINGTON, Nov. 12.—Following is part of the current list of automotive patents, many of the patentees being assignors to automotive manufacturers.

Sterling W. Alderfer, Akron, O., disk wheel; Frederick W. Andrew, assignor to Eisemann Magneto Corporation, Brooklyn, N. Y., magneto driving connection for gas engines; Walter W. Austin, Swissvale, Pa., draft gear; Myron Baker, Bridgeport, Conn., automobile hoist; Guy M. Ball, Dayton, O., intake manifold for internal combustion engines; William I. Ballentine, assignor to Advance-Rumely Company, LaPorte, Ind., trailer for tractors; Jahney H. Barnes, Eureka, Kan., gasoline gauge; John A. Barnes, assignor to Fowler Company, Inc., Dallas, Tex., blowout boot; Louis A. Bean, Denver, Col., double-focusing reflector and also automobile headlight.

Thomas A. Beaney, Poughkeepsie, N. Y., assignor to Beaney Rubber Company, Inc., New York city, tire flap; Charles W. Beck, assignor to The Beck-Frost Corporation, Detroit, Mich., steering wheel; John R. Benton, assignor of one-third to E. W. Marsh, Ajo, Ariz., automatic brake control; Justus B. Bentz, New Rochelle, N. Y., power transmission mechanism; Joseph F. Bernhart, assignor to Triangle Automobile Spring Company, Pittsburgh, Pa., automobile spring construction; George Boehmler, Rockledge, Pa., automobile headlight.

Willard C. Brinton, assignor to Terminal Engineering Company, Inc., New York city, motor-casing closure; Alfred E. Bunt, Toronto, Canada, automobile driver's seat; Jay Bushey, New York city, four-wheel brake for automobiles; Raymond Campbell, Dallas, Tex., advertising insert for motor-vehicle tail lights; John W. Carnahan, Washington, D. C., assignor to Carnahan Industrial Engineering Corporation, Bridgeport, Conn., wheel-hub construction; Clarence M. Carson, assignor to The Goodyear Tire and Rubber Company, Akron, O., treating rubber; William L. Casper, Brooklyn, assignor to Western Electric Company, Inc., New York city, transmission system; Floyd D. Cerf, assignor to Automobile Equipment Manufacturing Corporation, Chicago, automobile bumper.

Rufus N. Chamberlain, Chicago, assignor to Gould Storage Battery Company, battery container; Angelo R. Clas, Toledo, O., assignor to the Toledo Automotive Products Company, window-regulating mechanism; Walter R. Clifford, Framingham, Mass., internal-combustion motor; Walter B. Clifford, Vivian, W. Va., lifting device for vehicle wheels; Allan J. Cline and T. I. Dekle, assignors to Cline Electric Manufacturing Company, Chicago, motor controller; John A. Cunningham, Bethlehem, Pa., automobile switch mounting.

Leopold Darimont, Brussels, Belgium, primary battery; Gregory C. Davison, New London, Conn., tractor; Harvey C. Dean, Brooklyn, N. Y., transformer-dimming apparatus; Howard L. De Baugh, R. R. Meeks and J. E. Strayer, Baltimore, Md., assignors to the Superior Manufacturing Company, automobile curtain; Andrew R. De Rouville and J. G. Miller, Albany, N. Y., automobile locking device for Ford transmission; Edgar D. Dickinson, Beverly, and R. G. Standerwick, Marblehead, Mass., assignors to General Electric Company, valve mechanism; James F. Dodd, Delaware, O., indicator.

Eames Donaldson, Buffalo, N. Y., assignor to the Bronzo Alumina Corporation, radiator cap; John F. Donnelly, Brockton, Mass., assignor to Panco Rubber Company, Chelsea, Mass., tap-splitting machine; Leslie L. Dutro, Long Beach, Cal., oil can; Leonard H. Dyer, New York city, internal combustion engine.

Thomas A. Edison, West Orange, N. J., storage battery; Carl F. Ehinger, Cleveland, O., adjustable radiator; Samuel Eliot, Manchester, Mass., combination wheel and nonpunctureproof tire; Forrest T. Ellis, assignor to General Motors Corporation, Detroit, crank-shaft turning device; Frederick K. Engel, Anaheim, Cal., headlight for automobiles; Victor Erickson, San Francisco, Cal., oil can; Herbert O. Ewing, Middleport, O., engine starter.

Herman H. Fingerle, New York city, valve reseater; Thomas M. Finley and A. W. Brown, St. Louis, Mo., detachable valve mounting; George W. Fleming, assignor to Fleming Machine Company, Springfield, Mass., valve grinder; William J. Foster, Dayton, O., sheet-steel crank case; Sanford W. French, Fort Bliss, Tex., watch holder for vehicle steering wheels; Jacob H. French, Charleston, W. Va., rim construction; James Gale, W. S. Williams and E. Jones, Liverpool, England, vehicle wheel.

Charles Gentle, assignor of one-half to A. Donald, Hamilton, Ontario, Canada, automobile headlight reflector; Harry G. Grier, Brooklyn, N. Y., spark plug; Ransom L. Griffin, Sanford, Fla., valve-gear-operating mechanism; William J. Grotenhuis, Chicago, assignor to Biflex Products Company, Waukegan, Ill., automobile bumper; Cromwell A. B. Halvorson, Jr., Lynn, Mass., assignor to General Electric Company, traffic-signal standard; Thomas S. Hamilton, Los Angeles, Cal., attachment for vehicle springs; Glen and H. G. Hanson, Minneapolis, piston; William Harper, Jr., New Bloomfield, Pa., assignor to Gas Turbine Corporation, New York city, internal combustion engine valve.

Roe C. Hawkins and E. S. Hixson, Long Beach, Cal., tractor frame spring support; Frederick J. Haynes, assignor to Dodge Brothers, Inc., Detroit, automobile; Fred M. Hills and J. G. Ambrose, San Diego, Cal., excess-speed alarm; Louis Hirsch, Mesilla Park, N. Mex., spark plug (six patents); Gustav E. Holmes and J. M. and A. G. Bostrum, Milwaukee, Wis., glass window for automobiles; Arthur G. Hopkins, Niles, Mich., gear reduction; Ernest Hopkinson, New York city, vulcanizing; Carlos D. Hoppes, assignor to the Faultless Rubber Company, Ashland, O., ornamentation.

Albert H. Jackson, Muswell Hill, England, electric-motor-control system; Louis F. Jackson, Alexandria, La., wrench cap.

PRODUCTION CHARTS—The charts below show comparison of automobile production. Explanation is given in accompanying story.

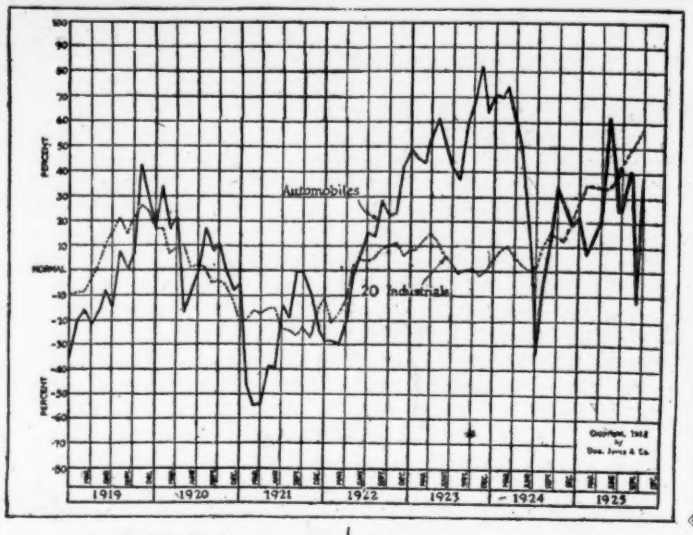
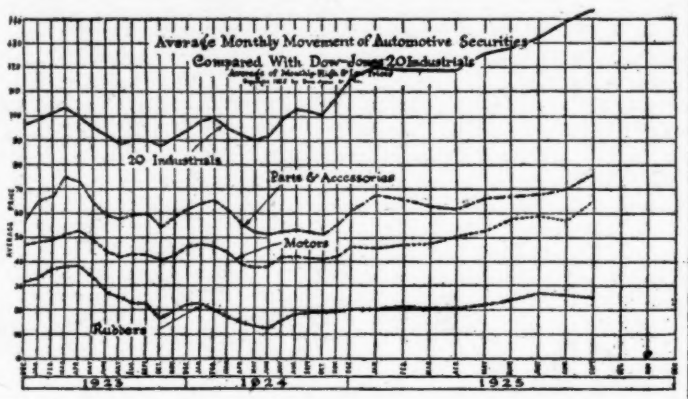


CHART NO. 1

	Sept. 1925	Aug. 1925	Sept. 1924
Twenty industrials	58.19	54.12	14.00
Motors	38.30	12.00	47.30

CHART NO. 2

	Sept. 1925	Aug. 1925	Sept. 1924
Twenty industrials	142.48	138.82	102.86
Parts and accessories	76.30	70.47	53.92
Motors	64.90	57.76	41.96
Rubbers	25.12	26.20	17.52



PRODUCTION FOR 9 MONTHS SHOWN

Charts Used to Analyze Auto Output in 3-4 of Year

NEW YORK, Nov. 12.—Even with Ford operating at a much reduced September rate, production of passenger cars for the first nine months of 1925 reached a volume equal to that of the corresponding period of 1923, and 7 per cent. ahead of last year.

With retail sales 3 per cent. ahead, and exports far exceeding the first nine months of last year, there has been practically no accumulation of cars in the hands of dealers, because the 176,000 excess cars have either been sold by dealers or exported.

Recovery in production in September is reflected in the equally sharp rise in the index of monthly production of automobile (chart I). The index is naturally away ahead of last month, because of Ford practically producing no cars. The index of twenty industrials continued its upward movement, reaching a new high.

With Ford production far below normal during August and September, the production for the third quarter was 92,000 ahead of last year and only 70,000 behind the third quarter of 1923.

An analysis of the production into low, medium and high priced groups for the first nine months is as follows:—

	Low	Medium	High
1925	2,216,000	514,000	61,400
1924	2,175,000	389,000	50,000
1923	2,225,000	509,000	61,500

Production of low priced cars, as a group only, shows a gain of only 2 per cent. over 1924, but this must be discounted, because of the decline in the Ford production. The medium priced car production increased 32 per cent., and the high priced car increased 23 per cent. over last year for the same period.

In the low priced car field, Overland, Chevrolet, Dodge and Essex continued to maintain their high production schedules.

The average high and low of the twenty industrials (chart II.) increased 4 points over August, reaching an average of 142.48.

Parts and accessories gained 6 points over last month, which is 23 points ahead of the same month of last year. This is a new high for them.

Motors increased 7 points over last month, placing them 21 points ahead of August of 1924, making a new high level.

News of Highway Activities

Austin, Tex., Nov. 12.—The influence of motor power transportation upon road building in Texas was shown in the action of the San Antonio Real Estate Board this week in putting itself on record as favoring the acquirement of not less than 100 feet of right of way for all state highways in that county and as opposed to the future construction of any state highways where the right of way is less than 100 feet.

INCREASE ROAD WORK

Baton Rouge, La., Nov. 12.—A total of 616 miles of highways in 101 highway and twenty-seven bridge projects, costing some $6,700,000, have been placed under construction in Louisiana during the past year, according to a report compiled by the commission covering the year's work. This is an increase of forty-one projects, totaling 176 miles of roadway, over the amount of work put under construction during the preceding year.

ROAD NEARS COMPLETION

Gardner, Mass., Nov. 12.—Construction of the new state highway between Waite's Corner, Fitchburg to Westminster, at a cost of $225,000, will be completed some time this week. The new road, it is said, will be one of the best highways in New England. Ten bad curves have been eliminated, others have been banked and the old wooden bridges have been replaced by concrete structures.

LINCOLN HIGHWAY CROWDED

Trenton, N. J., Nov. 12.—So great has been the increased use of the Lincoln Highway in New Jersey that what was once considered heavy truck traffic has developed into convoys and caravans of high speed trucks lasting throughout the day and night during the year. This route is kept clear of snow throughout the winter. On April 18, 1925, 4,789 vehicles passed a given point over a period of sixteen hours.

WEATHER AIDS WORK

Olympia, Wash., Nov. 12.—Good construction weather prevailing this year has enabled the State Highway Department to gain from six weeks to two months on its road building program. As a result the state will have the use of eighteen pieces of new road this winter. In addition, the contractors have been saved the expense of closing and then reopening their camps.

Collection of Gas Tax By States Is Reported

Concord, N. H., Nov. 12.—New Hampshire has collected more than a half million dollars in gasoline taxes this year, according to official figures made public today. The greatest amount was collected in August, when a total of $98,471.43 came into the state's treasury. The total up to the month of November amounts to $542,878.84. The tax is 2 cents a gallon.

VIRGINIA

Richmond, Va., Nov. 12 (U. T. P. S.).—Collections from the automobile license tax for the first ten months of 1925 amounted to $4,210,995,.05, it was announced today from the office of Gov. E. Lee Trinkle of Virginia. The revenue from this source already is considerably more than the total for all of 1924. The returns from the title registration tax amounted to $164,100.37 for the same period.

WASHINGTON

Olympia, Wash., Nov. 12.—Net receipts to the state through taxes collected on the sale of gasoline during the first ten months of 1925 amounted to $2,507,590.42. This amount lacks less than $130,000 of being equal to the full net receipts for 1924, when the gross collections were $2,757,185.44 and the net profit to the state was $2,636,411.22, after refunds of $121,774.22 had been made. The tax is 2 cents.

NORTH CAROLINA

Raleigh, N. C., Nov. 12.—Gasoline and automobile license tax collections for the first four months of the present fiscal year in North Carolina were greatly in excess of collections during the same period last year, according to figures given out by the State Department of Revenue including the month of October. During October gasoline taxes alone amounted to $669,963, as compared to $393,445 last year. The total for the four months during the present year has been $2,006,814, as against a total of $1,627,357 last year.

KANSAS

Topeka, Kan., Nov. 12.—Collections of the 2 cents per gallon tax during September netted $359,291.91, Seth G. Wells, state oil inspector, announced today. This made the smallest monthly collection since the tax went on in May. Total collections from the tax during the first five months of its existence have amounted to $2,057,423.35 and represent 102,871,167 gallons of gasoline used by the car and truck owners in that time.

TEXAS

Austin, Tex., Nov. 12.—A total of $415,000 gasoline sales tax, based on the Texas 1-cent per gallon rate, was paid into the Texas treasury on September sales, Controller S. H. Terrell announced. Seventy-five per cent. of this money goes into the highway fund for construction and maintenance of highways, and one-fourth into the public school available fund.

USL USL USL USL USL USL USL USL USL USL USL USL USL

Why Are Battery Dealers Flocking to USL?

The Reasons

1—USL Initial Car Equipment
Means large volume replacement sales for the USL distributor.

2—USL Complete Line
Both a medium and low priced line of USL auto and radio batteries.

3—USL Quality
The quality which 10,500 USL dealers find easy to sell.

4—USL Low Prices
Meet all competition.

5—Convenient Source of Supply
There is a USL Central Distributor near you.

6—USL Exclusive Features of Constructions
Fumed lead oxides; machine pasted plates; covers with moulded-in lead bushings.

5—Convenient Source of Supply

USL has Central distributors in 160 logical distributing centers. No matter where you are located there is a USL Central distributor near you prepared to make immediate deliveries.

This means you need only carry a small stock of batteries with a small investment. This gives you extra capital which can earn profits for you in many other ways.

Write for other features of the USL Franchise.

U. S. LIGHT & HEAT CORPORATION
Niagara Falls, N. Y.

USL Pacific Coast Factory Oakland, Calif. USL Canadian Factory Niagara Falls, Ontario USL Australian Factory Sydney, N. S. W.

USL AUTO and RADIO Batteries

USL USL USL USL USL USL USL USL USL USL USL USL USL

CK DEALERS SHOW OPTIMISM

Sales in Most Districts Active With Good Prospects

CHICAGO, Nov. 12—Chicago dealers in motor trucks have had a good week in new and used sales, according to reports from various dealers here. Practically every truck company has had better sales in the used car line than for any week of the past two months.

The Diamond T Truck Company states that sales of used trucks increased 5 per cent. over sales for the week previous, with new trucks keeping up to the standard set last month, which was better than any period since early spring. Used trucks are in demand by truck farmers and small motor transport companies.

Mack Truck Company had a fair week, according to the sales manager, with no appreciable increase in business over the week previous.

Federal trucks have increased sales in both new and used lines and the company is planning an intensive selling campaign for the winter months. Increased use of motor trucks for short-haul transportation in and around the city, and especially between Chicago and nearby points, has aided sales materially. The stock on hand is normal, the company reports.

Clydesdale and GMC trucks are selling steadily, with no great increase over past weeks. The latter company is conducting a campaign for sales among present owners of GMC trucks and is meeting with considerable success. The Clydesdale company has added several local motor transport companies to its accounts, and sales in that direction are keeping business up in good shape.

KANSAS CITY

Kansas City, Nov. 12.—A slight slowing up in truck sales in Kansas City in the last few weeks is reported by some of the large dealers, while others report sales in excess of deliveries.

Estel Scott, general manager of the General Motors Truck Corporation of Kansas City, says sales have been slow for the last few weeks.

"We have the prospects, the work for trucks is here, the men needing the trucks have the money, but sales have fallen off recently," he says. "I have made a careful survey of the whole situation, and find this condition to be only local. I believe this will clear up in a few days and a strong fall and early winter business will follow."

George Bretting of the local sales force of the Mack International Truck Corporation also reports truck sales as lagging in the last few days without apparent reason.

"Prospects are excellent and the need for trucks is here, with building activities at a high point and street and road work also brisk. We are expecting things to clear up at once. Generally speaking, the business has been good, with only this slump noticeable at a time when we expected to close many sales," according to Bretting.

The Mack company this week closed a contract with the county commissioners of Crawford county, Kansas, for four heavy trucks, to be delivered in January.

Paul Wagner of the Indiana Truck Company, here, declares sales still are stronger than they are able to obtain trucks for delivery. "Our sales still are more than 100 per cent. better than this time last year, with the outlook for the next few weeks excellent. We are behind with deliveries, with sales coming in strong. Our prospects list is growing, and we have added two salesmen to our staff this week."

The light truck market continues strong, especially in speed wagons and delivery trucks.

LONG BEACH

Long Beach, Cal., Nov. 12.—Truck sales were more active here during the month of October than any other month this year, with every indication that the winter business in trucks would continue at the high level.

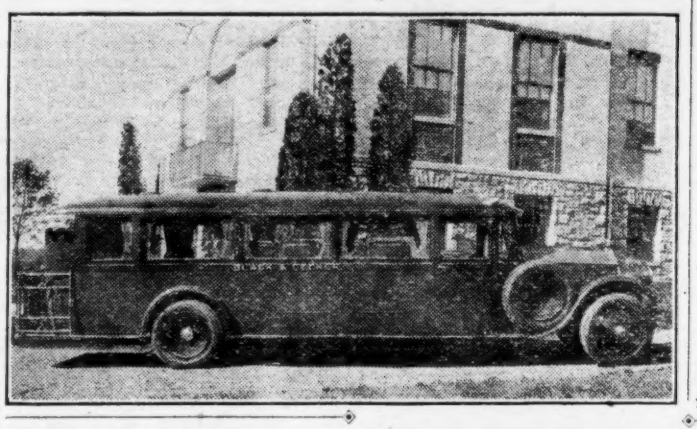
Contrasted with the present situation was that existing in late 1924 and early 1925, at which time a large percentage of truck sales were to small trucking companies whose income was uncertain, thus making the payments to dealers small and equally uncertain, or the disagreeable alternative of taking the truck back.

With the development of Long Beach-Los Angeles Harbor as a port and the constant increase of motor shipping in California, big trucking companies are expanding their field of activity, enlarging their fleets and replacing their old trucks with new ones.

According to C. B. Bellows, dealer in Dodge and Graham trucks, the demand for 1-ton to 3½-ton trucks has increased 30 to 40 per cent. over the corresponding month last year, with a similar activity for the small commercial cars.

Bellows points out that the bigger business houses and contractors are seeing the advantage of owning their own truck service, which has had a tendency to put the commercial truck business on a firmer footing here than it has been since the post-war boom of 1918-19.

AN EDUCATIONAL PLANT ON WHEELS. These buses are used by the Black & Decker Company of Towson, Md., as the most direct method of reaching the jobbers' salesmen. One illustration shows the bus itself and the other the interior with a sales group sitting in on a demonstration.



SPECIAL COACH HAS NEW USE

Towson, Md., Nov. 12.—In order to carry its latest products and service into the field the Black & Decker Company of this city is using a special design of motor coach to educate the jobbers' salesmen.

The coach is a beautifully finished job in two tones of gray, with orange vermilion wheels. From the rear it looks much like a Pullman observation car, being decorated with a brass rail, similar to that which is used by the railways on their de luxe cars. A short awning canopy extends from the back of the coach and an illuminated drum light hangs on the brass rail, carrying out the effect of the observation car on limited trains.

This illuminated sign, however, instead of bearing the words "20th Century," "Sunset Limited," etc., bears the Black & Decker hexagonal trade mark.

The inside is beatifully finished in gray leather with walnut trimming. On the floor is a heavy chenille rug, and in addition to the driver's seat, the coach is provided with eight large wicker chairs with air cushions and trimming of the same gray leather as the rest of the interior. These chairs, we are told, are part of a lot which were made for C. M. & St. P. Railway de luxe observation cars. Additional refinements are evident in the form of match holders, brass cuspidors, electric fans and ice cooler for drinking water.

The coach is of the low intercity type, but the frame has been dropped about fourteen inches just back of the rear axle, so as to provide a demonstrating compartment in which there will be full headroom.

Across the rear end of this demonstrating compartment is a walnut buffet, made up with various sized drawers, and all of the products of the company are carried in them. Each drawer in the buffet cabinet has an automatic catch, so that the drawers cannot be shaken out.

Every product of the Black & Decker Manufacturing Company and of the Fleming Machine Works (whose products are now being sold through Black & Decker) are carried in a special compartmented cabinet.

As the Black & Decker tools are all operated by electricity, a complete self-contained gasoline generator set has been mounted in a compartment at one side of the driver's seat. This generator supplies the 110-volt current which is used in demonstrating the tools.

Larger tools, such as electric grinders, electric drills, electric valve refacers and electric twist drill grinders, are bolted to the top of the buffet cabinet and to the work bench, the latter also being provided with a vise for use in connection with the demonstrating.

This coach will travel on an itinerary, according to prearranged engagements with the jobbers who sell the Black & Decker line, and will be used for the purpose of acquainting the jobbers' salesmen with the tools and their operation. These salesmen will sit in comfortable chairs surrounded with every conceivable luxury, while the expert who accompanies the coach explains each item of the line and demonstrates its operation.

Three men travel with the coach, one being a driver, whose sole duty is to operate the coach and maintain it in tiptop shape.

A representative of the advertising department travels with the coach, and while the demonstration is going on it is his duty to put in store and window displays for the jobber.

In addition to these two an expert travels with the coach, his particular duty being to explain and demonstrate the tools.

A huge trunk has been built on the rear of the coach, and in this is carried store and window display material.

A light canvas cover is carried, and where garage space is not available the coach is parked and the cover pulled over it to protect it from the weather.

The chassis is a Pierce-Arrow Model Z, 220 wheel base, and the special body by Farnham & Nelson, Roslindale, Mass.

BAGGAGE CARRIER

Danbury, Conn., Nov. 12.—The Congress Taxi Company, operating public service bus lines between Danbury and Bridgeport and Danbury and Waterbury, announces that it is soon to put into use a motor truck to carry the baggage of passengers traveling in its vehicles. This will enable the company to give practically the same passenger and baggage service that the railroad gives.

Soo R. R. Experiments With Gas Motor Cars

St. Paul, Minn., Nov. 12. — Experimental tests with a new type of gasoline driven railroad cars being built at the plant of the Minneapolis Steel and Machinery Company will be made on the Soo line about December 1, officials in charge at the mechanical department of the railroad have announced.

The motive power is furnished by a six-cylinder engine, developing 175 horse power. This car has a baggage compartment as well as a section for thirty passengers. It may be used with a trailer that will seat fifty passengers.

HARVESTER WAREHOUSE

Moline, Ill., Nov. 12.—The International Harvester Company is fitting up the former tractor plant of the Moline Plow Company for use as an assembly and distribution unit for its sales in this territory and will open soon with a force of fifty men.

TRANSPORTATION PLANS OFFERED

Reo Bus Sales Manager Suggests Two Types Of City Service

LANSING, Mich., Nov. 12. —Ideas regarding city transportation and various means of serving the public with passenger carriers are constantly changing, according to Carl Parker, manager of sales in the bus division of the Reo Motor Car Company.

"Consider two plans for the betterment of city transportation that I am about to outline," says Parker.

"The first is to be tried out in a Southwestern city in the immediate future. Here the street car service is satisfactory, as far as it goes, but the city has spread to such an extent that a considerable portion of its population lives beyond the reach of the present trackage.

"Buses and street cars are to be combined in an unusual type of rapid transit service. The buses will become local cars, point in the city, but they will make no stops from the point of loading until they have gone beyond the limits of the street car lines. From those points to the extremities of the routes the buses will become local cars stopping at all corners on signal. On the inbound run passengers will be received at every corner until the end of the car line is reached, but from this point the bus will again become an express car, going to the central loading point on a non-stop schedule.

"In another city the officials of municipally-owned lines are working on a plan almost directly opposite to the one just outlined. In this city the street cars will run as express cars on the skip-stop plan, stopping, inbound and outbound, at every fourth or fifth corner. By reducing the number of stops the officials expect to eliminate automobile traffic congestion, which is caused by damming up the flow behind street cars at every stop.

A Factory Representative of the Improved Gauge Manufacturing Company
Syracuse, N. Y.
Will Be in Room M-7, Congress Hotel, During the
AUTOMOTIVE SHOW
He will be present to meet the trade and give detailed information about the 20 fast selling auto accessories which his company manufactures.

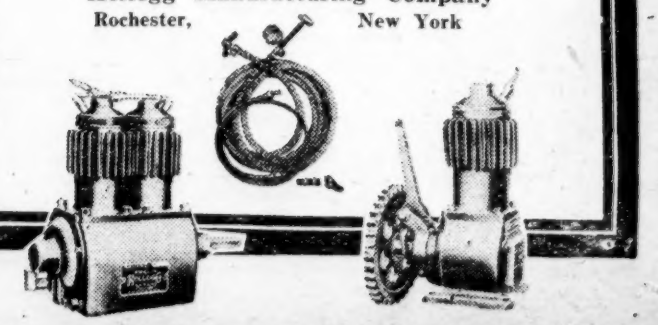
MOST TRUCK DEALERS RECOMMEND KELLOGG

Many of the leading truck manufacturers put on Kellogg engine driven tire pumps as standard equipment. Practically all the others have an attachment for a Kellogg.

Truck dealers find that they win and make friends by recommending Kellogg's for every job that goes out on pneumatic tires.

Let us tell you about it.

Kellogg Manufacturing Company
Rochester, New York



Tire Sales in Southeast May Establish Record

ATLANTA, GA., Nov. 12 (U. T. P. S.).—The 1925 season gives promise of establishing one of the best sales records in the history of the tire industry in the Southeast if sales the next two months continue to show the steady improvement over the corresponding period of 1924 that they have shown the past two months.

This was the opinion expressed by several of the dealers and distributors handling the General tire line at a recent conference of the Southeastern trade held here under the direction of the Southern branch of the General Tire and Rubber Company of Atlanta.

During the summer months there was a lull in tire sales in this district, dealers reported, due to fast increasing prices, but at the beginning of the fall months business began to pick up again, and since then has been unusually active, showing a steady and substantial gain over the same months of last year.

COLUMBUS

Columbus, O., Nov. 12 (U. T. P. S.).—Dealers in Columbus report business last week on about an equal basis with that of the week before. Comparing October with the same month in 1924, business has dropped off probably about 15 per cent.

Only 15 per cent. of the total sales were balloon tires, while the balance were high pressure pneumatics, with the exception of a small percentage of truck tires. Ford sizes are the best sellers in both balloons and high pressures. Double the volume is noticed in tubes over casings.

LONG BEACH

Long Beach, Cal., Nov. 12.—Reports from tire dealers and distributors throughout this section show a slight falling off in tire sales for the first four days of last week, with a decided increase for the last two days.

Owing to the all-year-round motoring in California and the comfort and long-wearing qualities of balloon and semi-balloon tires, dealers report a material increase in the sale of these styles, with replacements a big factor in the transactions.

According to G. A. MacClain, manager of the Para Bell tire store, the recent drop in several new car models helped the sales of balloons, as a great many new car buyers exchange their high pressure equipment for balloons.

A large percentage of tire dealers in Long Beach are adopting the ten-payment plan of selling, according to MacClain, and it is proving very successful, not only in the volume of business, but in the class of tires sold.

However, Ray Walker, manager of the Arwadon Tire Corporation, distributor of C. T. C. tires in this district, does not believe in the ten-payment plan, and further believes that educating the buyer to good values is the only solution for the cheap tire situation.

SEATTLE

Seattle, Wash., Nov. 12.—The Triangle Tire Company sold 182 tires the last week of October. It handles 75 per cent. of all makes. Business increased 10 per cent. over the previous week. The company believes in the elimination of spring dating in the tire business. Their answer to the question, "Do you favor standardization of balloon tire sizes?" is, "Emphatically yes."

General Tire Distributors sold $4,372.60 worth of General tires, tubes and tire repairs. Percentage of increase over previous week was 11.4 per cent. The company believes absolutely in eliminating spring dating in the tire business and that balloon tires should be standardized.

John L. Makeever, Times Square Tire Shop, sold $2,775 worth of tires last week. They were the Youngstown cords. Business decreased $500 under last week. He does not believe in the elimination of spring dating in the tire business and is in favor of standardization of balloon tire sizes.

SAN FRANCISCO

San Francisco, Nov. 12 (U. T. P. S.).—November tire business in San Francisco promises to exceed the business of the same month last year by a comfortable margin in spite of higher prices. Dealers reported last week that the tire trade dropped off from the usual activity in October to the normal, but is still maintaining a volume ahead of a year ago.

Popular size high-pressure tires continue to be the big sellers. The Tansey-Crowe Company has succeeded in keeping its business well above last year's level principally by a good business in used tires. The market for old tires is good up to the 33x4½ size.

The distributors for the Lee tire in San Francisco have felt a tightening up of the market with the approach of winter, but find dealers are keeping well stocked up.

STANDARDIZED SIZES OF TIRES

(Final Survey Report)

Washington, Nov. 12.—In this concluding installment of the tire survey conducted by the Department of Commerce are listed the remainder of the firms connected with the industry who were questioned as to their views on standardized tire sizes.

The majority favored such a move. The following tire concerns are in addition to those run in the former installment of the series:—

TIRE COMPANIES

Inland Rubber Co., Chicago.
International Rubber Co., Anderson, Ind.
Iowa Cord Tire Co., Des Moines.
Kelly-Springfield Tire Co., New York.
Latex Tire Co., Fond du Lac, Wis.
Lee Rubber & Tire Co., New York.
McCreary Tire & Rubber Co., Indiana, Pa.
McKone Tire & Rubber Co., Millersburg, Ohio.
Mason Tire & Rubber Co., Kent, O.
Michelin Tire Co., Milltown, N. J.
Charles E. Miller, Anderson, Ind.
Norwalk Tire & Rubber Co., Norwalk, Conn.
Oakes Co., Indianapolis.
Pennsylvania Rubber Co., of America, Inc., Jeannette, Pa.
Quaker City Rubber Co., Philadelphia.
Racine Horseshoe Tire Co., Racine.
Samson Tire & Rubber Corp., Compton, Cal.
Seiberling Rubber Co., Akron.
Star Rubber Co., Inc., Akron.
Steinbrenner Rubber Co., Noblesville, Ind.
Voorhees Rubber Mfg. Co., Jersey City.

Views of the wheel and rim industry were obtained from the following:—

WHEEL AND RIM

American Car & Foundry Co., Detroit.
Baker Wheel & Rim Co., Detroit.
Bimel Spoke & Auto Wheel Co., Portland, Ind.
Budd Wheel Co., Philadelphia.
French & Hecht, Davenport.
Kelsey Wheel Co., Inc., Detroit.
Motor Wheel Corp., Lansing.
Phineas Jones & Co., Inc. Newark.
Whitcomb Wheel Co., Kenosha, Wis.

The following chain manufacturers expressed their opinions on the question of fewer tire sizes:—

CHAIN COMPANIES

American Chain Co., Inc., Bridgeport, Conn.
Arrow Grip Mfg., Co., Glens Falls, N. Y.
Bear Mfg., Co., Rock Island.
The Chain Products Co., Cleveland.
Columbus McKinnon Chain Co., Columbus.
Mrs. Louise M. Cadieux, Charlestown, Mass.
International Chain & Mfg., Co., Philadelphia.
Naceskid Service Chain Co., Ironton.
Peerless Chain Co., Winona, Minn.
Pyrene Mfg. Co., Newark.
St. Pierre Chain Corp., Worcester.
Tenk Hardware Co., Quincy.
U. S. Chain & Forging Co., Pittsburgh.
Woodworth Specialties Co., Binghamton, N. Y.

GOING UP

Waterloo, Ia., Nov. 12.—Registration of twenty-one cars a week for the next four weeks will place Black Hawk county at the coveted mark of 14,000 cars licensed here for the year, according to figures in the county treasurer's office.

Boston to Have Rubber Centenary

Boston, Nov. 12 (U. T. P. S.).—This city, where the rubber industry of America was founded in 1825, and where in 1839 vulcanizing of rubber was first effected, will observe a rubber centenary on December 7, when more than three hundred persons connected with the industry and representing every department of it and most of the big firms engaged will attend a centenary banquet.

This was decided at a meeting of representatives of the leading tire and rubber manufacturers and distributors at a conference in the Hotel Buckminster.

Gov. Fuller, who is head of the Packard Company of New England, will be present, and it will be one of the first appearances of Mayor-elect Malcolm E. Nichols. An effort is being made to have as a special guest Dr. Alexander Hamilton Rice, whose explorations in the heart of the Amazon rubber country have gained him world-wide fame.

It is expected that a very comprehensive discussion of the crude rubber situation will feature the centenary. A tribute will be paid to Charles Goodyear at the dinder. A committee of twenty-five was appointed to perfect plans.

CEYLON TIRE CO. OF AKRON NEW DEALER FOR GENERAL

Akron, O., Nov. 12.—The Yankee Tire and Supply Company has sold its business in connection with the distribution of General tires to the Ceylon Tire Company. S. A. Sigler, former owner of the Yankee company, says that he made the sale to take on the exclusive agency for General tires in another section of the country.

The Ceylon Tire Company is owned by E. R. Purviance. F. D. Gillen, who formerly had charge of sales for the Yankee company, has been transferred to the Ceylon company in a similar capacity.

FRANK BUYS INTEREST IN MILLER BRANCH

Rochester, N. Y., Nov. 12 (U. T. P. S.).—Harry H. Frank, for the past eight years connected with the Rochester branch of the Firestone Tire and Rubber Company, has purchased the interest of Ralph J. Dolin in the branch of the Miller Tire and Rubber Company here and has taken over the management of the branch. The name of the Miller distributing company here has been changed from Dolin Byrne Company, Inc., to Frank Byrne Company, Inc. The firm distributes in nine counties.

Triangle Tire Appoints Dealers

Canton, O., Nov. 12.—Wholesale and retail distributing connections that will insure greater distribution of its products are announced by S. B. Ellie, sales manager of the Triangle Tire and Rubber Company, with factories here.

E. C. Merkle has become identified with the Triangle company as traveling representative, with headquarters at Chicago, for the Western and Central states territory. He has already assumed his duties, it was announced.

The Ashland - Triangle Rubber Company, Detroit, Mich., retailers and wholesalers, have taken on the Triangle products for the immediate Detroit district. This concern has been made exclusive distributor for Triangle products in this territory and will merchandise the tires to clients direct from its trucks.

Clifford's, Peoria, Ill., is another big retail connection just announced by Triangle. This concern has two stores.

Triangle tires will also be distributed by the Clow Tire Company, with two stores at Youngstown and one in Sharon, Pa.

You Owe it to Yourself, Your Business, to Keep Abreast of the March of Events in the Automotive Industry by Reading the

Automotive Daily News

How important is your business? If your aim is set for the highest possible business accomplishment it is essential that you know all about the affairs concerning your industry and you should know them today.

All the News of the Automotive Industry While It Is News

The Automotive Daily News, the industry's new and only daily newspaper, affords its readers immediate news service relative to every line of endeavor in the automotive field. It gives you the latest and up-to-date list of prices. Accessory, tire and battery information and service. A stock, bond and financial service. Manufacturers' schedules. Wholesale and retail sales helps. In fact, everything of interest in the industry which will have a possible bearing upon your own business growth.

"The Automotive Industry's New Right Hand Man"

Thus the Automotive Daily News is acclaimed by hundreds of leaders in the automotive field. This newspaper has no axe to grind and its editorial policies are unbiased and absolutely honest. It supports and advances the industry as a whole—working with all agencies for its welfare. With hundreds of representatives scattered throughout the country and conducted by national authorities in every division of the whole automotive field, the Automotive Daily News can and does promise you news that is reliable and authoritative.

Enroll Now!

Join With Thousands of Other Men of the Industry Who Are Starting the Business Day by Reading The Automotive Daily News.
Fill in the coupon and mail today so that you will not miss a single issue.

AUTOMOTIVE DAILY NEWS,
1926 Broadway, New York, N. Y.
Enter my subscription at once for the Automotive Daily News for the period and on the terms I have indicated below:—

☐ 1 year at $12.00
☐ 6 months at $6.00
☐ 3 months at $3.00

I enclose $..... or I will send $..... upon receipt of bill.

Name.....

Street.....

City..... State.....

Connection in industry.....

Reaching Accessory Buyers by Direct Mail

Its Advantages Are Low Cost and Small Waste

By PAUL FIELD

SUCCESSFUL retail merchants in other lines are continually telling the public by advertising about the goods they have to sell. As the seasons roll around, department stores and clothing houses, to mention two notable examples, spend thousands of dollars to remind buyers of the appropriate offerings on their shelves.

Many accessory dealers do likewise, but on the whole the automotive merchant has not made the most of his opportunity to tell car owners about his merchandise. This is all the more incomprehensible when it is considered that the seller of automotive equipment has a distinct advantage in an advertising way over the merchant handling a general line of goods.

Definite Market

What is this advantage? It is the fact that his market is strictly defined, being made up entirely of car owners, whereas the clothing house, for example, finds its buyers among all classes and conditions of people.

By reason of this fact, the accessory dealer can reach his market quickly and surely, without any waste, where the general line merchant must make a broad appeal, with a high percentage of waste.

Strange as it may seem, the average automotive equipment retailer has failed to utilize his advantage to the full. With very little expense he can procure a car registration list for his community and reach every buyer in it with a selling message as often as he wishes, yet the average dealer has been slow to avail himself of this efficient aid.

The business-getting potentialities of direct mail advertising in the automotive field have been demonstrated time and again by dealers. Its effectiveness lies in the fact that every piece reaches a good prospect. Being no waste, the cost per buyer reached is exceedingly small compared to what the merchant in other lines must pay.

Factory Literature

But this is not all. Another important advantage is that the automotive merchant has at his call a wealth of factory-prepared literature ready to use. He does not have to pay to have copy prepared, art work or printing done. Practically every maker of the goods he handles is ready to supply him with illustrated folders, circulars and other mailing pieces describing in a forceful way the salient points of the products.

These silent salesmen are willing to go to all his prospects at any time and present their selling talks. Uncle Sam does the footwork and the doorbell ringing. All the dealer must stand is the postage, addressing and cost of the envelopes.

There is no easier or more effective manner of telling automotive customers about your offerings than the use of the mails. As new goods are stocked or seasonable ones brought out from the storeroom to a place of prominence on the counters, tell all the car owners in your locality about them.

Frequent Mailings

Send out your letters at frequent intervals. Use the factory literature, which is obtainable either directly or through jobbers. Have your name imprinted on every piece.

Selling letters to accompany the circulars are often helpful. They put the stamp of individuality on the mailings. They impress the name of your firm more forcefully on readers. They are more likely to be read themselves and to lead the recipient to read the literature.

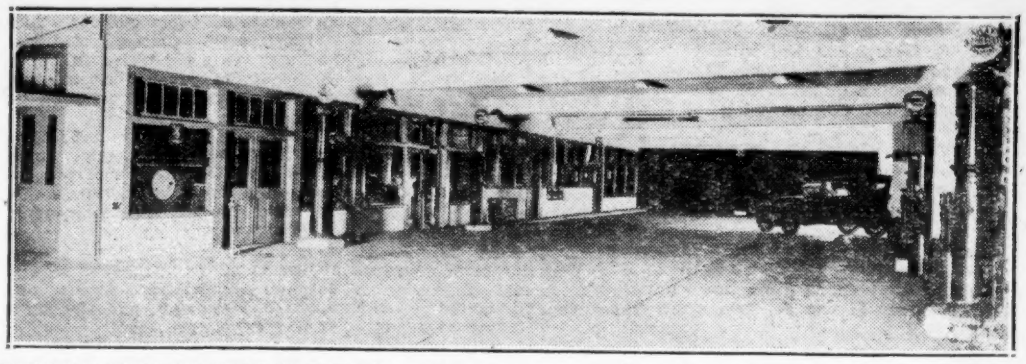
Your letters are bound to reach a number of car owners who are in the market for the goods they describe. Even if a large number of the recipients throw the letters away without opening them, they cannot fail to notice your name on the envelope.

This alone is a good investment.

What have been your experiences with direct mail advertising in selling accessories? Other dealers would like to have the advantage of knowing what results it has given you. Drop us a line giving your opinion on this important subject. Address: Feature Editor, Automotive Daily News, 25 City Hall Place, New York city.

DIRECT mail advertising should be the accessory merchant's most efficient aid in telling buyers about his offerings. Through the car registration lists he can reach all the market in his locality with almost no waste. Read this discussion of the possibilities of this form of advertising in conjunction with factory literature. It contains some common-sense thoughts that may mean dollars and cents to you.

Combined Tire Store and Filling Station in Arcade



RUNNING THROUGH THE BLOCK with entrances on two streets, this combined tire store and filling station in San Antonio has utilized to advantage the arcade construction. Drivers can continue right through without turning around, and while filling up with gas have their attention called to the wide display windows of the store.

Illuminated Sign Is Good Ad

When Stanley A. Martin, general manager of the Nash sales organization in Hartford, Conn., received the first of the Ajax sixes he cast about for some novel means of getting the car before the public other than the usual channels. Finally he concluded that an illuminated sign on the running board would be effective, and such has proved to be the case.

Martin had some long boxes made of steel and fitted with milk white translucent glass. On the sides of the boxes the words Ajax Six were printed. Six bulbs, such as are ordinarily used in headlights, were fitted. When the boxes are illuminated at night they present a novel spectacle. The publicity stunt has worked well. Of course the signs in the daylight are conspicuous, too, and draw attention.

Martin also uses another stunt. He has had a large white banner made, with the words Ajax Six printed in dark blue. This is flown from the flagpole on the roof, and is made conspicuous at night by having the beam of a searchlight play on it.

Prizes to Kids For Names

Names of prospects are recorded by the Willmar Motor Company, Willmar, Minn., in a large book along with all obtainable data about each one. Visits are paid to these possible buyers regularly by the firm's five salesmen.

At these visits literature is distributed and a demonstration ride always given. The prospect is also pressed to visit the salesroom and look over the full line of models. If the invitation is not heeded, the salesman makes a repeat call and keeps after him until he either gets his order without the visit or induces him to go.

This firm obtains prospects' names in several ways. Lots of them are picked up among the people who patronize the service station, some are secured by advertising in the county papers, and many are collected by the salesmen, who make a canvass of every home in the city each spring.

A number of good names are also obtained by offering small prizes, such as dollar watches, pocketknives, neck chains, etc., to boys and girls who bring in lists of correct names and addresses of persons who are planning to buy cars or tractors. A present is given for each sale made to persons named on a list.

Kids are observant and will do a lot of work for small remuneration. Boys and girls scour the territory for the Willmar Motor Company, not only in the city but also on the surrounding farms and bring in hundreds of names, many of which lead to sales. Wrong addresses can often be corrected with the help of the telephone directory.

Salesmen Report On Prospects

In the handling of prospects each salesman for Gordon Warren, Hollywood, Cal., Chevrolet dealer, is required to send in a report each day to the sales manager. Report sheets provide space for prospects' names and results of calls, owners visited and new prospects.

The dealer, of course, protects his salesmen for a period of time, but by this report sheet he is able to tell just what the salesman is doing. If, for instance, the salesman keeps writing after a prospect's name: "Saw him today, but he won't be in the market for another ninety days," the sales manager can jog the salesman for a more explicit reason as to why the deal isn't closed, or put a different salesman on the prospect.

Each day as the reports are handed in, they are transcribed to a bound book and the sheets handed back to the salesmen.

Group Sales Help Car Dealer Sell Accessories

ONE Philadelphia concern which is profiting by group sales of accessories is Edwin B. Jackson, Inc., which merchandises Overland and Willys-Knight cars. The house calls this "club group sales," and, while this particular plan is used when new models are purchased, at no time is an opportunity for accessory sales overlooked when the owner calls for service on his car.

There is a group of accessories for each car model, whether Overland or Willys-Knight.

A special price is made for each group of accessories and in order to obtain the reduction it is necessary to purchase the entire group, which is installed at the time the car is made ready for delivery. List price is rigidly adhered to except where a group is bought and then the reduction is made on the group.

For instance: Take "Club Group No. 2" as typical. This consists of front bumper, rear bumper, stoplight, spare tire and tube with cover; automatic windshield wiper, rear-view mirror, bar locking-cap and motometer, which are sold together as an assortment and cost the purchaser only $59.75 in the group, whereas, were the items purchased singly, the bill would amount to $76.93. Buying on the club group plan thus saves the purchaser $17.18 in this case.

In displaying the new models, each group of accessories is assembled and placed on an easel beside the model for which it is intended in the salesroom.

In the service station a large showcase filled with automotive equipment is stationed where customers will be sure to notice it, and this is usually flanked by a rack of bumpers, a stand of shutter fronts for radiators or something especially appropriate to the season.

This house, which distributes as well as retails its cars, has another method of increasing its sales volume of accessories. Garages are called up on the telephone in groups of five at a time over specified intervals and the garage owners or operators asked if there is anything they require in this line. The response is usually very much worth while. A card index of these garages is kept up to date, and on each is checked the date such a telephone message has been sent, to avoid duplication of calls.

Dealer Gives Tire Repair Suggestion

Tire dealers who do vulcanizing and repairing will be interested in this suggestion from Roy Hemphill of the Sapulpa Auto Supply Company, Sapulpa, Okla.

"In making a repair," says Hemphill, "I first trim the ragged edges of the injury and then bevel them all around to a feather edge on the emery stone. Next, I buff all around the injury and buff the edges on the under side a quarter of an inch to insure a good hold.

"I then cement, and when dry I fill the injury flush with tube stock and cure from ten to twelve minutes on a hot plate at fifty-five pounds steam pressure.

"I have been using this method for seven years with the best success."

KEEPS IN TOUCH WITH NEW OWNERS

The Packard-Scruggs Company, Waco, Tex., does not wait for the new owner to come around and ask for service. It goes to them.

A mailing list of all owners is maintained, and letters are periodically mailed asking about service of their cars and inviting a visit to the service department.

"The system leaves a pleasant taste in the customer's mouth," says the manager, "and as a result, we get a friend who will boost us to his friends and who will come back when he wants another automobile."

OFFERS BUDGET PLAN OF SELLING TIRES

The 466 Motor Supply Company, Fort Smith, Ark., has announced a budget plan for buying tires, allowing customers to pay for tires in easy weekly installments while using the tires. The credit plan is simple, the same scale of payments being offered to every one. Every tire has its fixed down payment and weekly terms, based on its price.

Customers fill out a credit application blank, sign a contract and make the specified cash payment. Each week as payments are made these are credited on the contract.

It states that the budget plan is open to any reliable motorist in Fort Smith or vicinity.

SALES MARKED UP

Winslow B. Felix, Chevrolet dealer, Los Angeles, Cal., marks each Chevrolet sale with a colored tack on a large city map displayed in his showroom. Each different color represents the different Chevrolet models. This display serves a double purpose, inasmuch as it not only arouses interest in the minds of the general public, but also keeps the company informed as to distribution of the models.

Personal Paragraphs

KIRBY TO SELL AUTOS

Spartansburg, S. C., Nov. 12.—G. E. Kirby, former traveling salesman, has just retired from the road and has joined the sales force of the City Motor Car Company, local dealer for Chervolet automobiles. He has been a resident of this city for many years.

DON SMITH HOME

Los Angeles, Nov. 12.—Don P. Smith, president of Don P. Smith, Inc., southern California distributor of Moon and Diana cars, has just returned from the St. Louis factory.

RADIO FANS HEAR CAMPE

San Francisco, Nov. 12 (U. T. P. S.).—George Campe, northern California Chrysler distributor, is giving a series of talks to motorists over radio station KFRC. He answers queries of motorists on the upkeep of cars, regardless of the make.

UTICA CA. McLUNEY

Utica, N. Y., Nov. 12.—Andrew K. McLuney, former Utica automobile dealer, who has been in California for several years, is returning to this city to become manager of the I. R. Gardinier Motor Company.

PRICE VISITS CHICAGO

Evansville, Ind., Nov. 12.—C. W. Price, secretary-general manager of the Fisher-Price Oil Company, distributor of Deep Rock products, has just returned from a business trip to the Shaffer Oil and Refining Company offices in Chicago.

LEVIN GOES EAST

San Francisco, Nov. 12 (U. T. P. S.).—Bert Levin, of Levin's Auto Supply Company, is on a month's business trip. At the auto accessory show in Chicago he plans to obtain new lines for his accessory house.

DURANT MEN RETURN

Portland, Ore., Nov. 12.—After a week's conference at the Durant factory at Oakland, Cal., E. S. Jones, H. W. Trueblood, Bruce Pollici and C. S. Huntoon, field representatives, are again back with the dealers in the Northwest territory.

CLINE IN HOLLYWOOD

Los Angeles, Nov. 12.—J. B. Cline of the wholesale department of Harold L. Arnold's organization has just been appointed branch manager of the Hollywood store.

INDIANA MOVES TO CLEAR MAIN ROADS

Indianapolis, Nov. 12 (U. T. P. S.).—In the interests of greater safety for the motoring public, the Indiana Highway Department has been active of late in clearing the state highway rights of way of obstructions which have been set up by careless proprietors of filling stations, eating places, and other business ventures, which in many cases have encroached several feet into the sides of the highway rights of way.

Many of the older highways, like the National Highway, which cuts across the state, through Indianapolis, have very wide rights of way, though the pavements themselves are of standard 18-foot width. The National road, for instance, is an original grant by the national government, made one hundred years ago, and the right of way is 80 feet wide.

Fire Losses

16 CARS DESTROYED

Sheboygan, Wis., Nov. 12.—Five new cars were destroyed, two new ones damaged and eleven used cars destroyed by a fire in the quarters of the S. V. T. Nash Company here. The damage was estimated at from $15,000 to $20,000. It was the second fire in three days at the garage.

PAINT ON INSTALLMENTS

Spokane, Wash., Nov. 12.—S. H. Lewis, president of Modern Auto Paint Shop, oldest establishment of the kind in this city, has put into effect a partial payment plan whereby paint jobs can be paid for over a period of months similar to purchase of cars.

Advertisers in the Automotive Daily News

Apperson Automobile Co.
Automotive Rotary Lift Co.
Bendix Brake Co.
Buick Motor Co.
Byrne-Kingston Co.
Chevrolet Motor Co.
Chrysler Sales Corp.
Continental Motors Co.
Detroit Carrier Mfg. Co.
Durant Motors, Inc.
Flint Motor Co.
Frick Brothers, Inc.
General Motors Corp.
Hewitt Rubber Co.
Hupp Motor Car Corp.
J. H. Newmark, Inc.
Juhasz Carbureter Co.
Kellogg Mfg. Co.
Locomobile Co. of America
Manhattan Insulated Wire Co.
New Departure Mfg. Co.
No-Carb Sales Co.
Oakland Motor Car Co.
Pierce-Arrow Motor Car Co.
Rawlings Co. of America.
Rickenbacker Motor Co.
Rowe, Inc., Wm. L.
Ternstedt Mfg. Co.
U. S. Light & Heat Corp.
Wills Sainte Claire, Inc.
Wire Wheel Corp. of America.
Wisconsin Parts Co.
Wise Industries, The

These advertisers already recognize the importance of this daily newspaper as a medium for reaching the entire industry quickly.

You eventually will count the AUTOMOTIVE DAILY NEWS as the most efficient medium to reach the trade.

DEALER DOINGS

BUYS HUPP DEALERSHIP

Olympia Wash. Nov. 12.—Sale of the Grays Harbor Hupmobile agency of Aberdeen to A. C. Hart of Tacoma, son of former Gov. Louis F. Hart, has just been announced. Mr. Hart has been engaged in the automobile business in Tacoma.

NEW GARDNER DEALER

Los Angeles, Nov. 12.—William R. Reuss has resigned as retail sales manager of the Southwest Motors and has become a Gardner dealer.

CHEVROLET FRANCHISE

Temple, Tex., Nov. 12.—Schermbeck and Peterson, Chevrolet dealers at Kerrville, Tex., have been given the exclusive dealership for the Chevrolet at this place.

HIGH SALES RECORD

Spokane, Wash., Nov. 12.—With the sale of eighty-two used cars during the last fifteen days of October, James Whitelaw, assistant manager of the Wells-Chevrolet Company, Chevrolet distributor, announces that his company had the best used car and new car business in any month since its organization.

MORE CARS SOLD

Glendale, Cal., Nov. 12. — Sales Manager G. A. Clayton of the R. E. Corrington organization, Dodge dealer, reports that the October business of the company was the greatest of any month in its history.

NOVEL AUTO DISPLAY

New Haven, Conn., Nov. 12.—Through the medium of cleverly arranged reflectors and varicolored gelatine slides, the local Flint Company is this week presenting a novel view of its sports roadster and new brougham at its new retail store. The latter, at 300 Whalley Ave., has just been opened.

A BANQUET FOR EMPLOYEES

Racine, Wis., Nov. 12. — The Belden-Nash Company was host to its employees at a banquet here. Guests included David M. Averill, vice-president and general manager of the Ajax Motors Company, and George C. Hubbs, general sales manager of that organization.

NEW STAR DEALER

San Francisco, Nov. 12 (U. T. P. S.). — The Star car factory branch in this city has just named the A. E. Miller Sales Company as its downtown dealer, with offices at 1540 Market St. Alan Ryan, formerly sales manager of the Hollywood factory branch of the Star Motor Company, will hold the same position with the Miller organization.

MADE DAVIS DEALER

Rochester, N. Y., Nov. 12 (U. T. P. S.).—Archer R. White has been appointed representative of Davis cars in this territory. He has opened a sales and service station at 523 Court St.

McLEISH GIVES PARTY

Columbus, O., Nov. 12.—Murray McLeish, president of the Murray McLeish Company, dealer in Ford cars, gave a party a few evenings ago for his employees, at which there were present four generations of his relatives. He was accompanied to the party by both his grandfathers, his father and his son. Mr. McLeish was presented with a gold watch.

MILWAUKEE EMPLOYMENT INCREASED IN OCTOBER

Milwaukee, Wis., Nov. 12.—Employment conditions in Milwaukee generally reflect a healthy condition, according to figures given out by the Associated Employment Bureaus. Fifty leading factories, about 20 per cent. of which are automotive or allied plants, have added about 700 more jobs for the last month. The payroll on November 1 shows 34,784 employees. On October 1 this figure was 34,057. Of all the plants reporting, twenty-eight show an increase of workers, six show no change, while thirteen show a decrease.

ADD NEW LINES

Evansville, Ind., Nov. 12.—The Lannert Manufacturing Company, auto parts distributor, today added two new lines to its distribution department, in the oil pump and the ignitor distributor gears.

Incorporations

NEW YORK

Albany, N. Y., Nov. 12.—Incorporation papers just filed with the secretary of state include:—

Linrose Garage, Brooklyn, $20,000; automobile and garage business; Jacob Marcus, 1853 73d St., Jacob Newfield and B. E. Reinhold.

National Parts Service, Inc., Kings county, $10,000; deal in automobile parts; A. J. Hook, 120-65 131st St., South Ozone Park, New York; N. S. Greenhaus and V. A. J. Cagliostro.

Division Boarding and Livery Corporation, New York county, $10,000; livery stable and garage business; Lena Hirsch, 15 Attorney St.; Joseph Schwartz and Samuel Leiman.

Mermaid Avenue Bus Line, Inc., Manhattan, $10,000; to operate omnibus routes; Charles Scheuer, 12511 107th Ave., Richmond Hill; Harry Nieberg and H. I. Stein.

Intercity Bus Company, Inc., Bronx; $10,000; to operate stage or omnibus routes; Charles J. Griffin, 603 Tremont Ave., Bronx; Joseph Dunn and H. A. Walsh.

Leading Cab Distributing Corporation, Manhattan, $250,000; to buy and sell taxicabs, automobiles, etc.; Pearl Wandell, 969 80th St., Brooklyn; Edith De Paoli and Williams Bliss.

Bronx Jerome View Garage Corporation, Bronx; $10,000; gasoline station; Philip Blutstein and Alice Blutstein, 1451 White Plains Road, Bronx, and Max Blutstein.

Fort Hamilton Gasoline Station, Inc., Kings county; $10,000; Louis Shapiro, 1653 53d St., Brooklyn; Samuel Berger and Julius Helfand.

Classified Advertising

CLASSIFIED RATES

5c a word (per daily insertion)

If 6 consecutive insertions are used, the 6th insertion is free.

If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

AGENTS

AGENTS AND DEALERS WANTED to take orders for fastest selling gas saving device on market; sold on "no deposit free trial" to Ford, Dodge and Chevrolet car owners; every one is wanting one. Write for particulars. Apex Sub-Carburetor Co., Indianapolis, Ind.

BUSINESS OPPORTUNITIES

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you $2.50.

6 consecutive insertions, the sixth insertion free, will cost $12.50.

12 insertions, the 11th and 12th insertions being free, will cost $25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. X. Y. Z., Automotive Daily News.

NEW improved transmission band lining for Ford cars and trucks, made of wood, guaranteed for one year, $2.00 per set. 50,000 sets now filling a long-felt want in the Ford field. Exclusive agencies allotted in every city; big discounts. Write Reardon Mfg. Company, Peoria, Ills.

I AM in a position to finance a small manufacturing business. If you have something you think is worth while, that has good possibilities in the automotive field, write and make an appointment.

You have read this ad, so will other people read yours, if placed in our classified columns.

FOR SALE

FOR SALE—Patents and copyrights on several successful appliances for testing automobile electrical devices. Box No. 48. Automotive Daily News.

FOR SALE—Garage and showrooms, selling Hudson and Essex cars; fully equipped shop, doing good business; requires about $20,000 cash. For further particulars write W. E. J. Mgr. care Automotive Daily News.

FOR SALE—Garage and authorized Studebaker agency. On corner of the principal street and state highway of this fast-growing incorporated village. My reason for so doing is ill health.

You have read this ad, so will other people read yours, if placed in our classified columns.

SALESMEN WANTED

MEN working garage trade for brake relining machine, new invention; costs one-fifth other devices; does perfect job in half usual time; sells on demonstration. Big money-making opportunity. Write Bear Mfg. Company, Rock Island, Ills.

SALESMAN wanted to take charge of used car department; must be experienced; salary and commission. Write full particulars. Donner Auto Sales Co., Far Rockaway, N. Y.

AUTOMOBILE salesman, experienced live wire to sell Studebakers; commission and drawing account; car and leads furnished. Excellent opportunity for permanent connection. Write full particulars. Donner Auto Sales Co., Far Rockaway, N. Y.

FLEET OWNER LISTS

OVER 100,000 CARS OWNED BY 1,000 N. Y. CORPORATIONS
These fleet owners offer a huge market for your product. Are you reaching them? Do you know the man to see? There's a list of these fleet owners, kept up to date and giving the name of the right man to see. Used by the largest people in the business. M. MACHOL, 417 Central Park West, New York City. Tel. Academy 8181.

TROUBLE LAMPS

WONDERLAMP
Electro Magnetic Trouble Lamp.
Big money maker for agents and distributors. Every demonstration a sale.
THE WONDERLAMP CO.,
Fisk Building, New York, N. Y.

IMPROVEMENTS

SALESMEN WANTED ADDS 30,000 SQUARE FEET

Kansas City, Nov. 12.—The Missouri Valley Auto Company, local Chrysler dealer, has leased larger quarters at 26th Street and Grand Avenue for immediate occupancy. The new building has 30,000 square feet of floor space.

CHANGE OF QUARTERS

St. Paul, Minn., Nov. 12.—New models of the Chandler and Cleveland lines are on display today in the newly opened quarters of the McGuire Automobile Company at 305 West 4th St. Heretofore the company maintained quarters at 4th and St. Peter Streets.

Opportunity

knocks for everyone in our business opportunity column

A Business Opportunity Ad in the AUTOMOTIVE DAILY NEWS brings quick response.

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USE FOR RESULTS
5 CENTS PER WORD

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